MAY 18, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WRCA-TV LEADS NEW YORK DAYTIME TV!

From 6 a.m. to 6 p.m., Monday through Friday, WRCA-TV is No. 1 in New York—delivering more homes than any other station! More homes, more total viewers, more adults . . . at rates well under those of the nearest competitor. ▩ Programming is what makes the difference. New York prefers Channel 4's variety of daytime entertainment and service programs, including such shows as: The Price Is Right, Today, Hi Mom, Dr. Joyce Brothers, Treasure Hunt, Tic Tac Dough, County Fair and Movie • 4. ▩ Dawn to dark, no matter what you're selling, the proper setting for your product is WRCA-TV!

WRCA-TV • 4

NBC IN NEW YORK SOLD BY NBC SPOT SALES

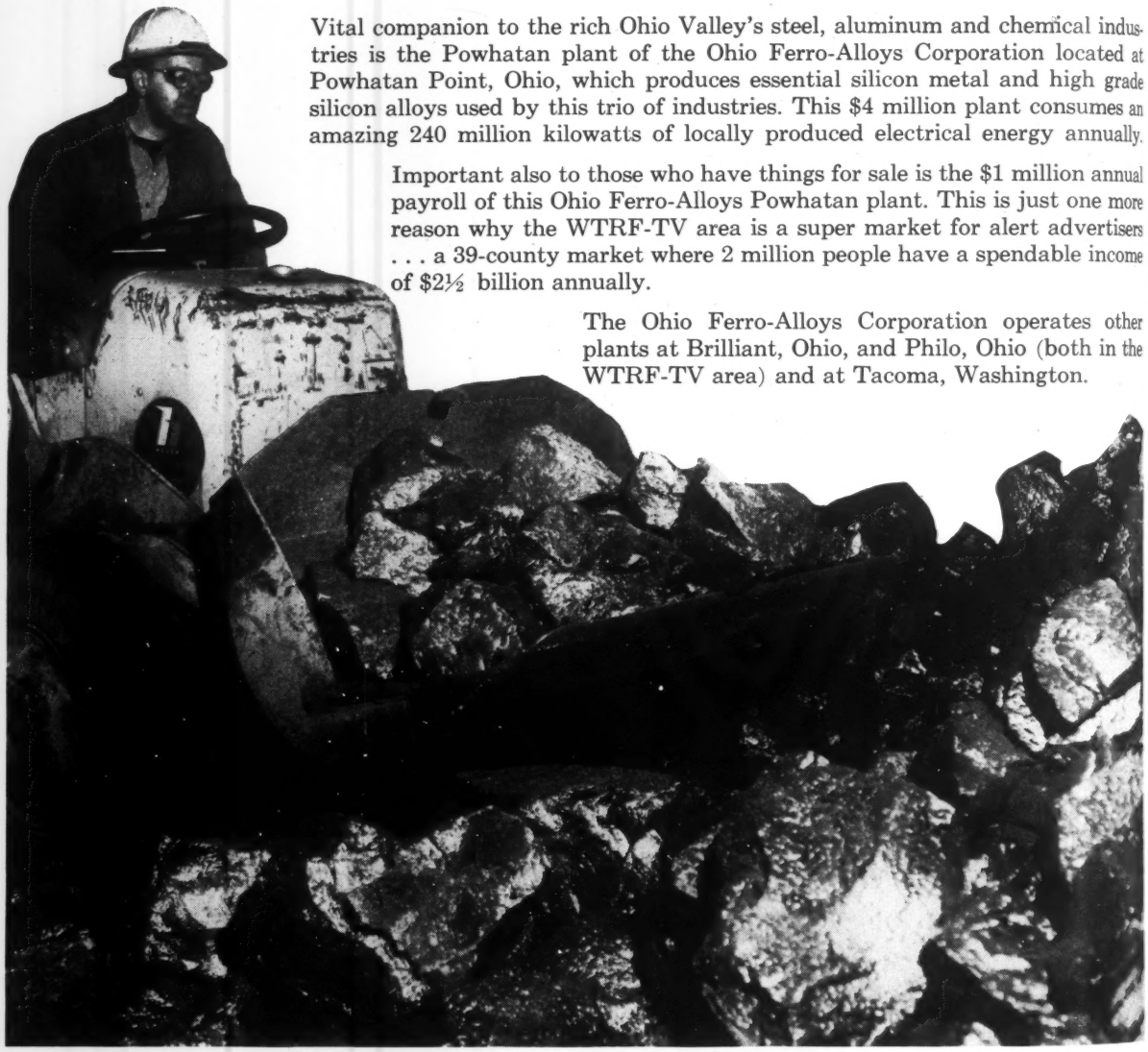
Source: New York NSI, April '59 (average ¼ hour homes) / New York NSI, Mar.-Apr. '59 (audience composition)

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 12 IN A SERIES: ALLOYS



Vital companion to the rich Ohio Valley's steel, aluminum and chemical industries is the Powhatan plant of the Ohio Ferro-Alloys Corporation located at Powhatan Point, Ohio, which produces essential silicon metal and high grade silicon alloys used by this trio of industries. This $4 million plant consumes an amazing 240 million kilowatts of locally produced electrical energy annually.

Important also to those who have things for sale is the $1 million annual payroll of this Ohio Ferro-Alloys Powhatan plant. This is just one more reason why the WTRF-TV area is a super market for alert advertisers . . . a 39-county market where 2 million people have a spendable income of $2½ billion annually.

The Ohio Ferro-Alloys Corporation operates other plants at Brilliant, Ohio, and Philo, Ohio (both in the WTRF-TV area) and at Tacoma, Washington.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

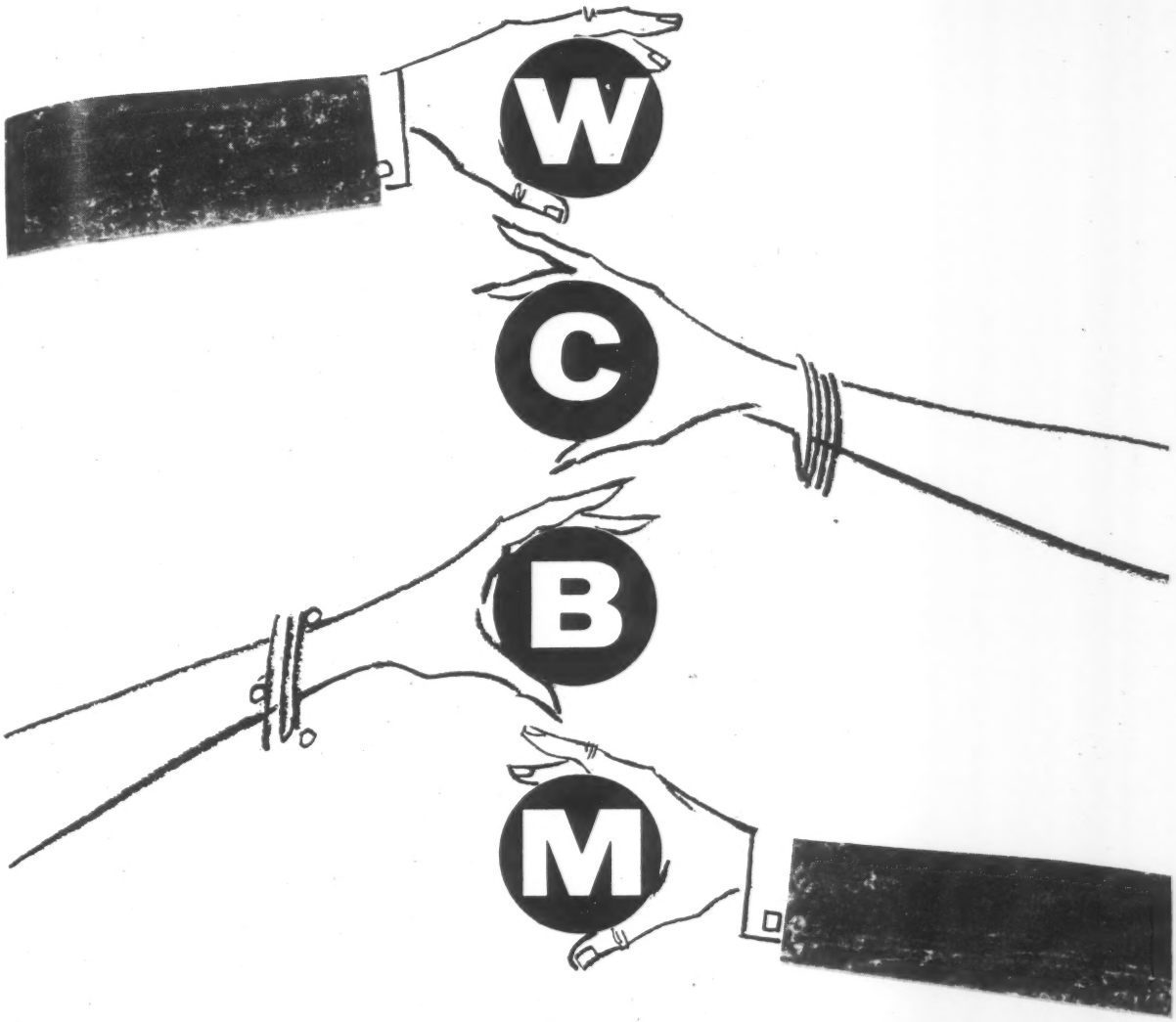
316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL 7

Reaching a market that's reaching new importance!



PREFERRED TWO WAYS IN BALTIMORE RADIO

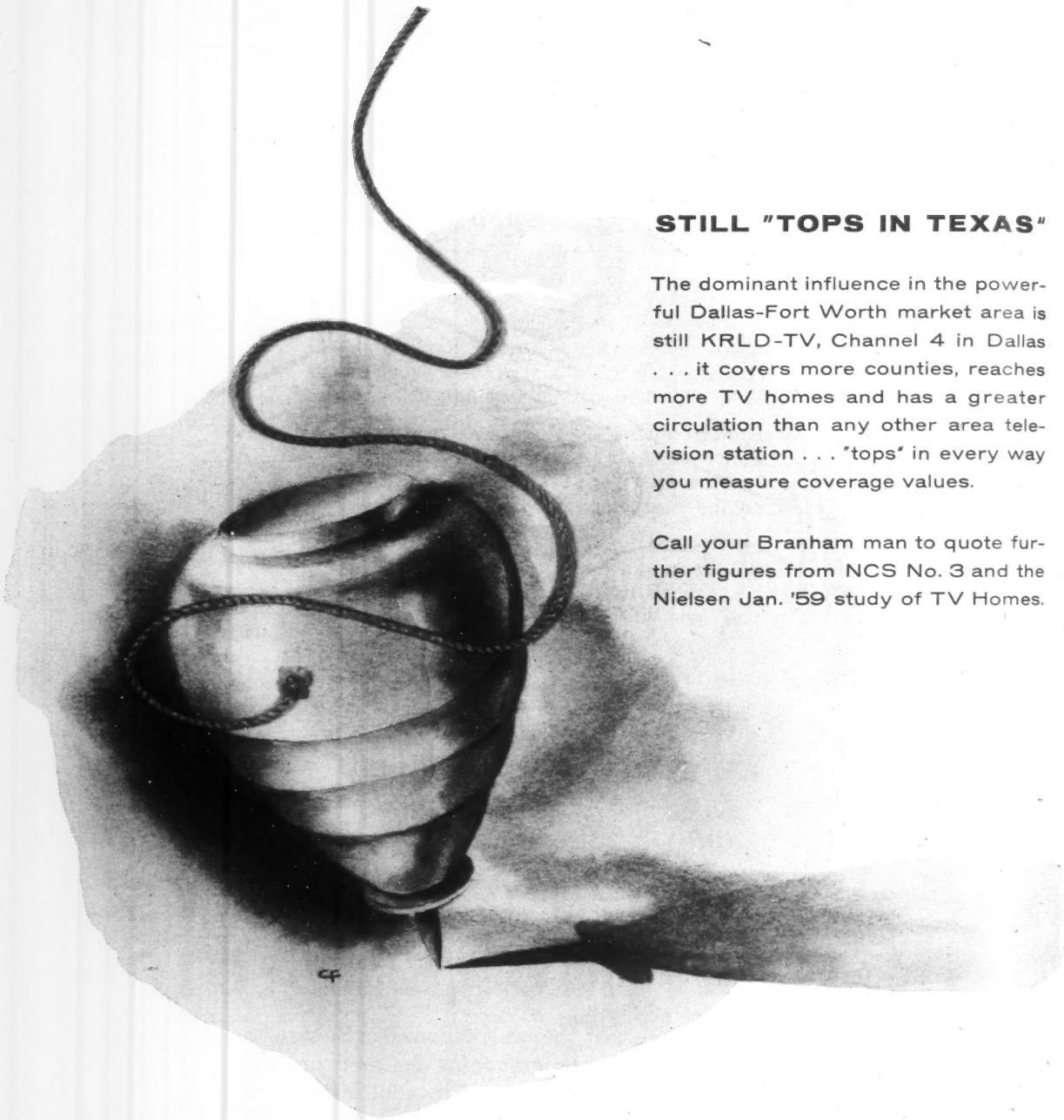
❶ Survey after survey proves that the adult audience in Baltimore—the *spending* audience—*prefers* the kind of programming featured on WCBM Radio. ❷ Aggressive advertisers and agencies *prefer* the adult audience WCBM consistently delivers in the huge Baltimore market. Get all the facts and you'll see why WCBM should be at the top of *your* radio schedules in Baltimore!

WCBM

10,000 watts on 680 KC ● Baltimore 13, Maryland

A **CBS** *Radio Affiliate*

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



STILL "TOPS IN TEXAS"

The dominant influence in the powerful Dallas-Fort Worth market area is still KRLD-TV, Channel 4 in Dallas . . . it covers more counties, reaches more TV homes and has a greater circulation than any other area television station . . . "tops" in every way you measure coverage values.

Call your Branham man to quote further figures from NCS No. 3 and the Nielsen Jan. '59 study of TV Homes.

KRLD TV

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Special events • Nighttime tv on networks next fall will have split personality, say network programmers. It'll be Hollywood or motion picture product for regular series and Broadway-type production of live specials (either as series or one-shots) with accompanying pattern of fat contracts and name stars. Departing from scene: Shows with radio origin like audience participation, quizzes, weekly comedy.

Coming up is season of tv specials. As many as 150-200 specials will be on networks in 1959-60, and advertiser orders for them now are said to be piling up faster than they can be accommodated.

Skirmish • Attorneys for RCA-NBC have held several secret talks with Justice Dept. representatives to scout possibility of out-of-court settlement of government's antitrust suit which seeks to undo NBC-Westinghouse swap of stations in Cleveland and Philadelphia. Talks are described as exploratory only, and no deal is in immediate offing.

Magnet for moviemen • Hollywood's major movie makers are heading toward full-scale tv film syndication. Aside from those already in field, United Artists Television has targeted next month for its entry as peddler of new product to stations and regional advertisers, and MGM-TV may not be too far behind.

MGM-TV, despite "setbacks" in network tv (Colgate-Palmolive's decision to drop Thin Man *after two seasons and fall-through of* Jeopardy, *hour-long mystery drama which tentatively was considered for NBC-TV's next season schedule), says it will continue to produce properties for tv. It has board of directors support on this and in fact will go ahead with plans to build additional tv facilities at Culver City, Calif., studios.*

Omitted detail • Published reports of departure of *Voice of Firestone* from its Monday night period on ABC-TV, largely critical of network for "ousting" this program of good music from air because of low ratings, have omitted one pertinent fact: Firestone failed to renew its contract before April 30, when its option expired, thus freeing ABC-TV to sell time to another client. For reasons best known to ABC-TV, no publicity has been given to this part of story, which Oliver Treyz, ABC-TV president, revealed to group of network's executives in Hollywood during his western trip early this month.

Court cases • FCC's much-litigated fm multiplexing decision is headed for U. S. Supreme Court. Solicitor General has agreed to go along with FCC in petition for certiorari from U. S. District Court of Appeals decisions twice overturning FCC's ruling that fm stations must multiplex if they provide functional music service. Lower court held last December that simplexing of functional music constitutes broadcasting and that FCC is in error in insisting upon dual service on fm.

No decision yet reached on what FCC will do about Appeals Court latest rebuke—on ch. 2 Springfield-St. Louis case wherein court held private conversations with Commissioners even in rule-making cases constitutes ex parte *representations. Case, involving transfer of ch. 2 to KTVI (TV) St. Louis in deintermixture, was sent back to FCC for further action. Whether FCC will seek lower court reconsideration, ask for Supreme Court review, or follow court's mandate, will be decided within next couple of weeks.*

Lengthening string • In final contract stage is sale of KVI Seattle by Vernice Erwin and family to Gene Autry group for $770,000. KVI, MBS-Don Lee, was established in 1926, acquired by present owners in 1928. It operates on 570 kc with 5 kw full time. Autry stations are KOOL-AM-TV Phoenix; KOLD-AM-TV Tucson; KMPC Los Angeles and KSFO San Francisco.

Tape syndication • Jack Wrather's Independent Television Corp. plans to arrange for taping facility on West Coast which it probably would lease. Reason: ITC wants to tape 65 half-hours of *Ding Dong School* to which it has distribution rights. (For other news of tape syndication, see story page 33.)

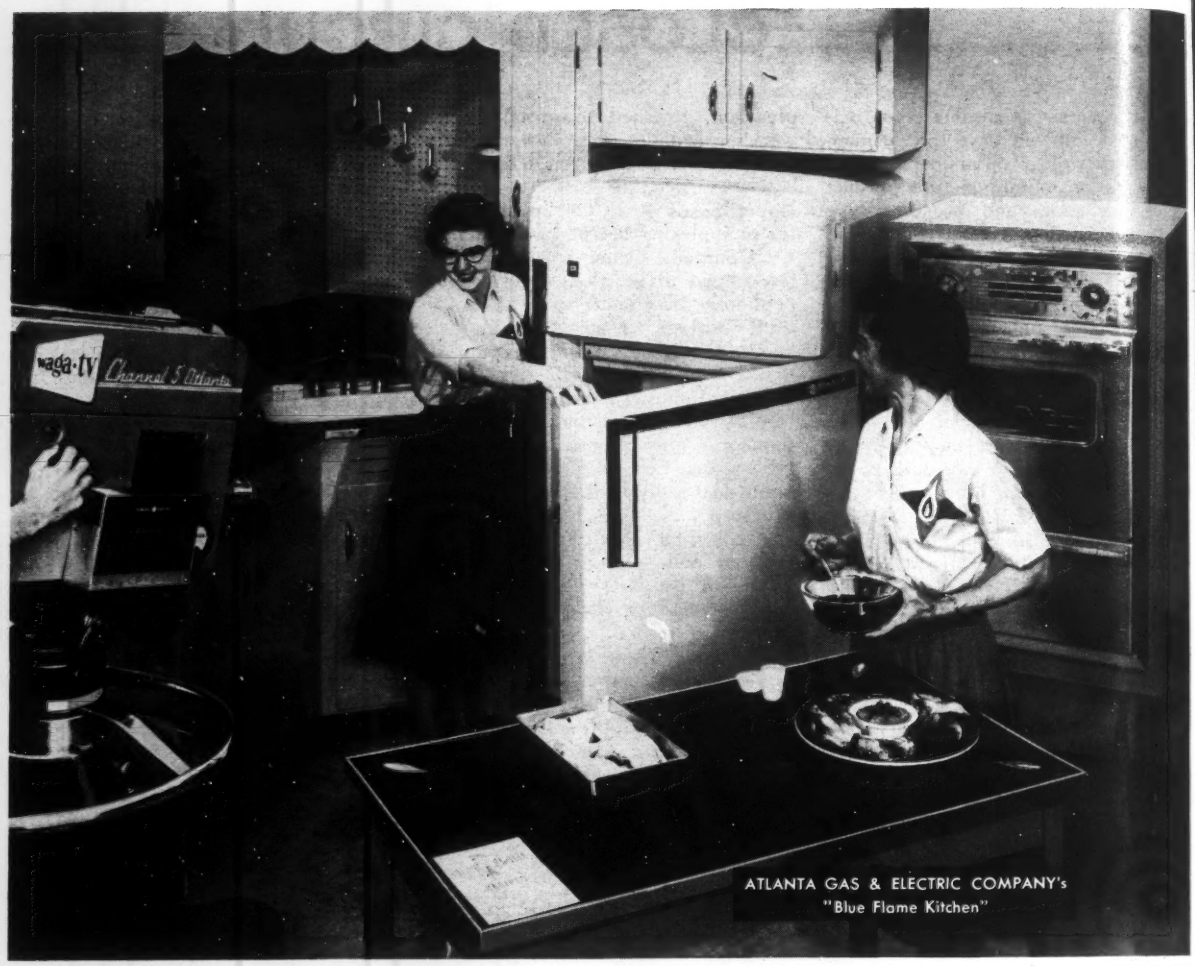
Approach to Mobile • Ch. 3 WEAR-TV Pensacola, recently acquired by Rollins Telecasting Inc. for $1,075,000, shortly will become primary ABC-TV outlet for Mobile-Pensacola market. Station, which recently received authorization for 1449 ft. tower 20 miles from Mobile and 40 miles from Pensacola, will switch to ABC as soon as existing secondary affiliation commitments with Mobile stations are adjusted. Alfred Beckman, ABC station relations vice president, negotiated affiliation with Wayne Rollins, president and operating head of Rollins stations. Mel Wheeler, general manager of WEAR-TV under former ownership, continues in that capacity.

Success story • Revere Camera Co., newcomer to tv, has been so gratified with early results of eight-week test spot campaign it is (1) expanding from initial 8 to about 16 stations (10 to 30 spots per week per station) in key markets and (2) reportedly curtailing its print advertising to pour more money into video spot. Test drive started in New York, Chicago, Los Angeles and Philadelphia April 20, promoting new Electric Eye-Matic and Cine-Zoom Electric Eye 8mm movie cameras, so-called luxury items. In some markets, it's learned, company is back-ordered six months. Agency for Revere (radio-tv only): Keyes, Madden & Jones, Chicago.

Long suspension • FCC last week scanned lightly staff report on eight Atlanta, Ga., radio stations whose license renewals have been held up for more than year on questions of programming imbalance. Since only four commissioners were present at last Wednesday's meeting, it was decided to put over case until this week when full complement of seven commissioners is expected to be sitting. Staff memorandum gives FCC various alternatives: group hearing, individual hearings, blanket renewals, individual renewals for some, hearings for others.

Stations involved in Atlanta programming case—all of which were charged with little or no agricultural, educational and religious programming—are: WAKE, WAOK, WEAS, WERD, WGST, WQXI, WTJH (East Point, Ga.), and WIIN (Decatur, Ga.).

Meanwhile at Mutual • Broadcast veteran Adolf (Ade) Hult reportedly will rejoin Mutual network as vice president, but not in sales area where he functioned from 1949-55. Mr. Hult played principal role as intermediary in effecting sale of Mutual to group headed by Malcolm E. Smith Jr. and Richard Davimos. Since leaving network he has served as consultant to Screen Gems, RKO Teleradio Pictures, MBS and several agencies and advertisers. It is believed he will work on "special assignments" in new job.



ATLANTA GAS & ELECTRIC COMPANY's
"Blue Flame Kitchen"

PEOPLE WHO KNOW ATLANTA TV KNOW WAGA·TV IS THE BUY!

People who know you best can judge you best . . . and for *nine straight years* the Atlanta Gas & Electric Company has put its money on WAGA-TV! Its informative "Blue Flame Kitchen" program is a must with thousands of Georgia women every Thursday morning at 10:30 AM.

Every week new advertisers are joining the ranks of old-timers like this, because folks who know Atlanta TV are learning from the acid test of actual *results* that "live channel 5" is more than ever *the* buy. That's because WAGA's strong local programming, featuring top Warner Brothers, RKO, United Artists, and Screen Gem Movies, is delivering a big and growing family audience at remarkably low cost.

See your KATZ man today.

"Famous on the local scene"

Storer Broadcasting Company

Storer Television

WAGA-TV Atlanta | WSPD-TV Toledo | WJW-TV Cleveland | WJBK-TV Detroit | WITI-TV Milwaukee

VIDEOTAPE

WEEK IN BRIEF

MR. ZLOWE

Market selectivity puts punch in spot • The media department and timebuying team must be an integral part of the agency creative team if individual product marketing problems are to be licked most effectively, according to Irwin Zlowe, president, The Zlowe Co., New York. How different product situations call for different broadcast media strategy is explained by Mr. Zlowe in this week's MONDAY MEMO. Page **23.**

Home-grown syndicates • Local stations starting to dispense their creative programming efforts around the nation on film, getting more mileage out of productions. Page **33.**

Radio spot soaring • Several leading representatives point to upward trend but aren't ready to predict it will continue climbing through summer and autumn. Page **44.**

Elgin likes tv time • Watch company mixes tv network shows, radio-tv spot for a media melangé that garners more sales *and* profits. Pleased with the results, Elgin Co. plans to increase broadcasting ad budget next year. Page **48.**

Cost-per thousand and sponsors • Vice President Stern of FC&B takes shot at "apples and oranges" comparisons among media and generalizations in area of commercial retention. Page **52.**

Cost-cutting on tape • CBS-TV experimenting with low-budget techniques in producing recorded tv shows, including more efficient production and equipment. Page **58.**

Disc jockey convention grows bigger • Second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention expected to hit 4,000 mark for Miami Beach May 29-31. Ratings, records, formula programming, network vs independent and news are among panel topics for meeting sponsored by Storz Stations. Page **60.**

Autumn network negotiation • United Artists Television and NBC-TV dickering on proposed new anthology series. Page **64.**

Educational funds opposed • House opposition grows as second round of Congressional hearings are held on proposals to grant each state up to $1 million for etv. Proponents claim money is necessity if medium is to reach its full potential. Page **70.**

Uncle Sam's tax muddle • Tv stations may be victims of unrealistic Internal Revenue Service policy if local amortization ruling on theatrical films becomes general practice. Page **70.**

New Sec. 315 bill • Sen. Holland introduces seventh bill relieving broadcasters from FCC interpretation of Sec. 315 as proponents continue push for hearings. Twelve senators sign as cosponsors of Sen. Hartke's proposal. Page **72.**

U.S. tv homes • Size and location of 1959 audience by states and counties as estimated by A. C. Nielsen Co., first county-by-county listing since spring of 1958. Page **105.**

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She's the pert, perceptive shopper who keeps her eye on KOIN-TV... the station that can put a feather in *your* sales cap in Portland and 32 surrounding Oregon and Washington counties. With this Miss, *viewing* is *doing*. The perspicacious picture peddlers at CBS-TV Spot Sales will tell you...they love to rave on about KOIN-TV's resplendent ratings and capacious coverage.

SELL the family board of directors...

with your local Meredith Station!

These days, more and more family purchases are voted on by the entire "board of directors" — mother, father, sister and brother. To reach this select group, make sure your schedule is included with other discriminating advertisers on the Meredith Station . . . *appealing* to the entire family, *motivating* the entire family. Meredith Stations are well-established in the community they serve . . . have earned the respect and confidence of the audience *and* the advertiser.

Contact the Meredith Station manager or the rep . . . get the facts on audience loyalty, coverage area and low cost circulation.

Meredith Stations Are "One Of The Family"

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 33

NBC, NABET agree; tv tape dispute ends

Members of National Assn. of Broadcast Employes & Technicians voted Friday (May 15) ratification of agreement reached by union and NBC officials to end three-week work stoppage at network. Results of voting were unavailable late Friday night.

Agreement was reached by negotiators a few minutes before midnight last Thursday (May 14), paving way for settlement of work stoppage that began April 27. Though neither side would divulge terms of agreement, it was reported that concessions made by NABET went beyond original issue in dispute—jurisdiction of programs taped overseas.

It was understood agreement called for following: NABET relinquishes tape jurisdiction of programs produced outside United States and retains jurisdiction over tape in U.S. in areas defined in contract agreed upon in May 1958; NBC has right to determine method of operation and work assignments; any employe who refuses to follow instructions or does not perform duties satisfactorily is subject to disciplinary action or dismissal without pay; writing of grievances by personnel, when it interferes with company operations, is prohibited; NBC now has right to file grievances and process them through to arbitration; contract formulated in May 1958, which NBC rescinded two weeks ago, is reinstated.

NABET continued its picketing in cities where NBC maintains owned and operated stations while members voted upon agreement. NBC continued programming, as it has since first day of strike, with about 300 supervisory workers replacing about 1,500 NABET members involved in work stoppage.

Union employes walked off their jobs in New York April 27, declining to handle *Today* program, claiming tapes of show had been produced in Paris with non-union French technicians in some "basic operating jobs." NBC had flown nine NABET men to Paris to work on project. Dispute spread across country, with NABET charging "a lockout" and NBC claiming action was "strike." Disputants had been in mediation sessions off and on since beginning of work stoppage.

Siepmann honored

First Frank Stanton Award for meritorious research on media of mass communication was awarded Friday night (May 15) to Charles A. Siepmann, author of *Tv and Our School Crisis* (published by Dodd, Mead & Co.). Award presented at meeting of American Assn. for Public Opinion Research at Lake George, N. Y. Current award, which includes scroll and $500, was for two-year period (1957-59) with subsequent awards to be made every two years. Award was established by Profs. Paul F. Lazarsfeld and Robert K. Merton, associate directors of Bureau of Applied Social Research at Columbia U., to encourage interest in research in mass media of communication and recognizes contributions made in field by Dr. Stanton, CBS Inc. president, during past 20 years. Mr. Siepmann was major contributor to FCC's *Blue Book* on programming, March 7, 1946.

FTC consent decree cites Hammell firms

Federal Trade Commission announced today (May 18) it has affirmed consent order requiring Arthur Hammell and companies with which he is affiliated to stop misrepresenting advertising promotional plans sold to radio and tv stations and local merchants, and to discontinue withholding money due broadcast stations or endorsing checks made payable to stations without authority.

Companies named in addition to Mr. Hammell are Advertisers Assoc. of America Inc., Teleradio Advertisers Inc. and United Publicity Inc. (BROADCASTING, Nov. 24, 1958).

Complaint issued last November explained that firms and Mr. Hammell entered into contracts with stations and local merchants for promotional projects and contests. Stations were supposed to receive from one-half to one-third of merchants' payments, while merchants were promised radio and tv spots for specified number of weeks. Complaint alleged many checks were made payable to respondents instead of stations, that respondents endorsed some checks made out to promotional companies and stations jointly, keeping entire amount.

Also false, FTC charged, were representations that defendant firms provided free trips to Las Vegas or cash substitutes, changed commercial copy monthly, exhibited subscribers' merchandise on tv and had it picked up, advertised promotion in local newspapers or furnished subscribing merchants with display bearing station call letters. Or, that all leading area businessmen were participating, that only one business of kind in area would be permitted to sponsor promotion, that backdrop for tv advertising would conform to samples exhibited and that firms' salesmen were stations' agents.

Some contests by Hammell firms: "A Millionaire's Weekend Trip to Las Vegas," "Juvenile Delinquency Essay Contest," "Safety on the Highways Essay Contest."

Respondents' agreement to discontinue practices complained of is for settlement purposes only and does not constitute admission of violations, FTC explained.

Oversight panel-quiz is to start June 15

House Legislative Oversight Subcommittee will begin its panel-hearings June 15 covering problems of six major regulatory agencies (BROADCASTING, May 11), Chairman Oren Harris (D-Ark.) announced Friday (May 15). Panels will consist of members of agencies, other government officials, attorneys and members of regulated industries.

Four topics, all on tentative basis, will be discussed in two groups. Each of agencies—FCC, FTC, Civil Aeronautics Board-Federal Aviation Agency, Federal Power Commission, Interstate Commerce Commission and Securities & Exchange Commission—will make up first group, with each appearing on separate days. Second group of panelists will be made up of representatives of Federal Trial Examiners' Conference, trade associations, bar associations.

Subcommittee Chief Counsel Robert Lishman has scheduled meeting with general counsel John FitzGerald of

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

FCC, as well as general counsels of other agencies, for today (Monday) to finalize plans for panels. Proposed topics of discussion:

"(1) What legislative or administrative measures should be taken to preclude attempts to influence commission members or employes by means which do not afford a fair opportunity to present their case to interested persons who will be materially affected by commission action, and at the same time preserve the necessary access of the commission to information from the regulated industry? (2) The role of hearing examiners. (3) The role of commissioners and their staffs and the division of responsibilities. . . . (4) The efficiency of the commissions. What changes, if any, in the existing statutory provisions relating to substance or procedure are needed to enable the commissions to cope with the increasingly enormous volume of business coming before them?"

Appearing with FCC panel, on date yet to be determined, will be chairman, general counsel, chief hearing examiner, technical staff chief, two private attorneys, and two officials from regulated industry. This panel will discuss all four problems. Second group of panelists, to follow six agencies, will devote two days to first and fourth problems.

Am-fm set gains aid Conelrad defense

Major breakthrough in am-fm receivers permitting low-cost sets that will respond to Conelrad attention signal automatically disclosed Friday (May 15) as all Florida radio stations started monitoring signals of Florida fm network. New technical developments, which FCC says are classified, make possible use of multiple fm communications channels along with am Conelrad stations during Conelrad alerts and weather emergencies.

Simple modifications of equipment are involved in fm transmission facilities. Florida fm hookup is backed by Florida Assn. of Broadcasters.

FCC, Atomic Energy Commission and Office of Civil & Defense Mobilization are testing many devices to provide audible warnings through radio receivers in case of fallout. RCA, for example, has geiger-counter device that feeds receiver audio circuit. Tracerlab and other firms also have devices. AEC and OCDM announced jointly Friday they have been testing radio-radiation detectors and will strongly recommend them to public if tests show they are satisfactory. They voiced hope successful devices can be developed at early date, since they would give public (1) broadcast information and civil defense instructions and (2) show presence of radioactive contamination.

Monroney's kind word

Television programming's chief congressional critic took floor of Senate Friday (May 15) to praise planned network efforts, rather than condemn as has been case often in past (AT DEADLINE, April 27, et seq). "A few rays of light are shining through the gloom of television programming," Sen. Mike Monroney (D-Okla.) said in citing upcoming plans of CBS and NBC for public service programming in prime time. "All of us can take off our hats to NBC and CBS for such creative programming. . . ." Sen. Monroney has spearheaded Senate Commerce Committee investigation of rating services and Committee Chairman Warren Magnuson (D-Wash.) said Friday Oklahoman would conduct resumption of hearings, probably in mid-June.

• Business Briefly

• P. Lorillard Co., N.Y., through Lennen & Newell there, and General Foods Corp., White Plains, N.Y., through Benton & Bowles, N.Y., will co-sponsor new comedy-drama series, *Hennesey* over CBS-TV, starting Oct. 5 (Mon. 10-10:30 p.m.). Jackie Cooper will be star and co-producer.

WEEK'S HEADLINERS

MR. ANDERSON

HOWARD ANDERSON, central division sales manager of ABC Films in Chicago, named vp and supervisor of sales of company's New York headquarters. Mr. Anderson's successor will be RICHARD C. HURLEY, formerly Chicago city sales manager of ABC Films. Promotions are first phase of reorganization of domestic sales staff, said Henry G. Plitt, company president. Mr. Anderson joined ABC Films in 1954 as manager of Dallas office. Two years later he was transferred to Chicago as midwest sales manager. Mr. Hurley started with company in 1957 as account executive in Chicago. He will assume duties of both city sales manager and his new post until his successor is named.

MR. JOSEPH

MR. SMITH

MICHAEL T. JOSEPH and DANIEL H. SMITH appointed vp in charge of radio operations and vp and director of engineering, respectively, of Capital Cities Television Corp., radio-tv station ownership group. Mr. Joseph, previously program consultant, Avery-Knodel, has also served in various radio positions for Fetzer Broadcasting Co. and Founders Corp. He will supervise radio operations for Capital Cities at WROW Albany, N.Y., and WPRO Providence. Mr. Smith, electrical engineer since graduation from Virginia Polytechnic Institute in 1932, has been associated with Western Electric Co., WCHS-TV Portland, Me., WTVT (TV) Tampa, Fla., and WFLA-AM-TV Tampa. Prior to joining Capital Cities, he was manager of WEDU Tampa. Other Capital Cities stations are WTEN (TV) Albany, WTVD (TV) Raleigh-Durham and WPRO-TV Providence.

MR. CLARKE

C. B. (PETE) CLARKE JR., sales manager of WDGY Minneapolis-St. Paul, promoted to general manager, succeeding JACK THAYER, resigned. Mr. Clarke joined WDGY in 1956 when Storz stations bought Twin Cities outlet. He was previously with Scott Paper Co., Chester, Pa., and served at WTCN Minneapolis as account executive. Other Storz stations: WTIX New Orleans, WQAM Miami, WHB Kansas City and KOMA Oklahoma City.

ROBERT KESNER, assistant advertising manager of Coca-Cola Co., N.Y., moves to Lennen & Newell, N.Y., as senior vp and management account supervisor on Newport filter cigarettes. Mr. Kesner, wth Coca-Cola for ten years, was its radio-tv manager before being appointed assistant advertising manager.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

IT COMMUNICATES!

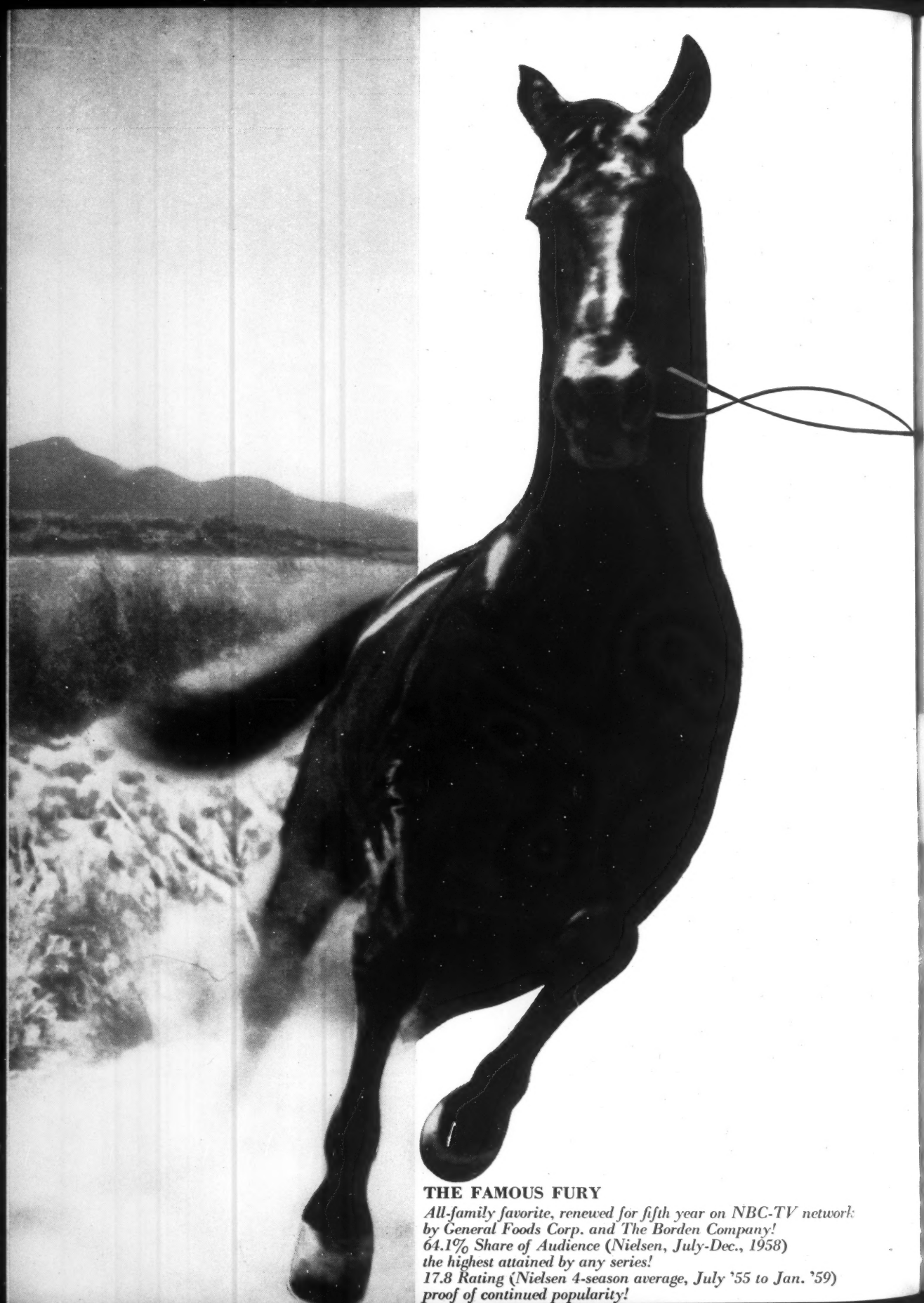
By anyone's standards, Paul Revere's midnight ride was a screaming success. The whole countryside sprang into action! He really communicated. Today, WOOD-TV is communicating with the same phenomenal success. Western Michigan prefers WOOD-TV. Better yet, WOODwatchers are WOODbuyers! Why not put your client on WOOD-TV and get a sample of that "Paul Revere-type" action from the WOODlanders. Just flash the signal to your Katz man — that's one lamp for AM, two for TV.

WOOD-TV is first—morning, noon, night, Monday through Sunday February '59 ARB Grand Rapids
WOOD-AM is first—morning, noon, night, Monday through Sunday April '58 Pulse Grand Rapids

WOOD AM TV

WOODland Center,
Grand Rapids, Michigan

WOOD-TV—NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD-Radio — NBC.



THE FAMOUS FURY

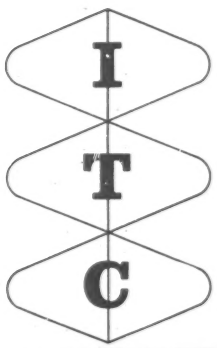
All-family favorite, renewed for fifth year on NBC-TV network by General Foods Corp. and The Borden Company!
64.1% Share of Audience (Nielsen, July-Dec., 1958) the highest attained by any series!
17.8 Rating (Nielsen 4-season average, July '55 to Jan. '59) proof of continued popularity!

RUNAWAY SALES SUCCESS
SOLD IN 74 MARKETS

INCLUDING: BOSTON, MIAMI, DENVER, SEATTLE, TAMPA, SAN DIEGO, ATLANTA, NEW ORLEANS, SPOKANE, FORT WAYNE, SALT LAKE CITY, CHARLESTON, W. VA.!

BRAVE STALLION

Some choice markets still available! Phone or wire collect or talk to your local ITC representative today!



INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22
PLaza 5-2100

America's Newest RADIO TIE...

Makes WKMH A Major Network Station!

WKMH

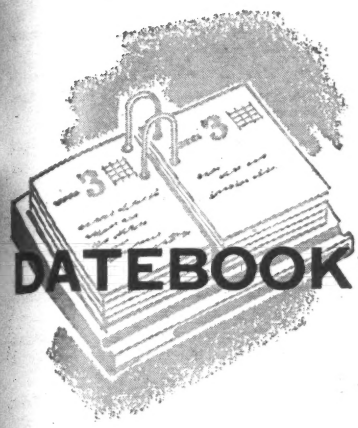
IS DETROIT'S NEW CBS AFFILIATE

Adding to its present powerful list of radio personalities, WKMH will bring to its listeners such top CBS attractions as Art Linkletter, Robert Q. Lewis, Mitch Miller, Galen Drake, Amos 'N' Andy, Arthur Godfrey, the Metropolitan Opera, and the New York Philharmonic . . . plus CBS world-wide news coverage. Yet it will retain its identity as the foremost *family* station in the Detroit area . . . with programming for everyone. Get the facts on Detroit's *NEW BEST BUY* from Edward Petry and Company.

WKMH Detroit - Dearborn

John Carroll, Managing Director

Effective May 24, 1959



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

May 18-20—Annual Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 19—Wisconsin Broadcasters Assn., Plankinton Hotel, Milwaukee. H.V. **Kaltenborn,** pioneer news commentator, and Charles H. Tower, NAB personnel-economics manager, will be speakers.

May 19—Broadcasting Day, **Emerson College,** Boston. Theme is international broadcasting. Panel moderator will be Franklin A. Tooke, WBZ-TV Boston. Banquet follows at Hotel Vandome with Henry Loomis, Voice of America director, as speaker.

***May 19—Film Producers Assn. of New York,** annual achievement dinner, Plaza Hotel, New York. Awards will be presented to members of film industry. Carl Reiner, comedian, will be m. c.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor. Officers will be elected.

***May 20-22—Assn. of National Advertisers,** spring meeting, Edgewater Beach Hotel, Chicago. Sec. of Defense Neil H. McElroy will speak at May 21 luncheon. Speakers at special management session following luncheon will be W. H. Burkhart, Lever Bros. chairman; Henry Schachte, Lever executive vp; J. A. Jewell, Westinghouse Electric marketing vp; Dr. G. Rowland Collins, dean, New York U. graduate school of business. Douglas L. Smith, S. C. Johnson & Son, is chairman of ANA program committee.

May 21—National Assn. for Better Radio & Television, tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

May 21-23—Montana Radio Stations Inc., Rainbow Hotel, Great Falls.

***May 22—American Bar Assn.-Radio Television News Directors Assn.,** joint committee meeting on Canon 35, Metropolitan Club, Washington.

May 22—Chesapeake AP Radio-Tv Assn., Sheraton-Belvedere Hotel, Baltimore. Topic: "Opening closed doors to radio and tv newsmen."

May 23—California AP Television & Radio Assn., El Cortez Hotel, San Diego.

***May 23—Tennessee AP Radio Assn.,** Mountain View Hotel, Gatlinburg.

May 23-24—Kansas Assn. of Radio Broadcasters, Lassen Hotel, Wichita. Douglas A. Anello, NAB chief attorney, will speak.

***May 24-26—Assn. of Independent Metropolitan Stations,** Houston.

***May 24-26—Life Insurance Advertisers Assn.,** western roundtable, Ambassador Hotel, Los Angeles.

May 25—Testimony commences in FCC's study of use of spectrum in 25-890 mc region. Witnesses permitted to spend 15 minutes on position already stated in comments filed in March. Broadcast representatives bring up tail of witness list. Hearing is before FCC en banc. Docket 11,997.

***May 26—FCC Chairman John C. Doerfer** addresses Federal Communications Bar Assn. on extra-record material in rule-making cases. Willard Hotel, Washington.

May 27—Chicago Federated Adv. Club, 17th annual advertising awards contest dinner, Carson Pirie Scott & Co.

May 27—New Jersey Broadcasters Assn. spring meeting, Rutgers U. campus, Rutgers. Topics include single vs. multiple rate and station appraisals.

***May 29—**National Tv Repeater Assn., Denver.

May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention, Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

JUNE

June 1-3—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section,** Paine Hall, Harvard U., Cambridge, Mass.

June 2—Special NAB Tv Public Information Committee, formed to draw up national program, will hold first meeting in New York.

June 3-5—Armed Forces Communications & Electronics Assn., annual convention, Sheraton-Park Hotel, Washington, D.C.

June 4-6—Fm Multiplexing Seminar under auspices of WGH-FM Newport News, Va., Chamberlin Hotel, Old Point Comfort, Va. Agency panels on fm and its future are planned. Other topics—FCC multiplexing regulation; is multiplex a broadcast or nonbroadcast service; must background and store services be broadcast on a subchannel only; music licensing fees; stereo; fm sales prospects; fm promotion. Dan Hydrick Jr., WGH-FM general manager, is in charge of planning.

June 4-6—First meeting of new **FM Assn. of Broadcasters,** Chamberlin Hotel, Old Point Comfort, Va. Association was formed during NAB convention last March, supplanting FM Development Assn.

June 5—NAB Tv-Music Advisory Committee, NAB hdqrs., Washington.

***June 6—UPI Broadcasters of Wisconsin,** Milwaukee.

June 7-9—North Carolina Assn. of Broadcasters, Morehead Biltmore Hotel, Morehead City.

***June 7-9—American Women in Radio & Television,** board of directors meeting, Statler Hilton Hotel, Washington.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis. An advertising "situation report" will feature Jean Wade Rindlaub, BBDO vice president; Fairfax M. Cone, chairman of Foote, Cone & Belding, and Sen. Hubert H. Humphrey (D-Minn.). Public service awards will be presented. Other speakers: David Susskind, executive vice president of Talent Assoc.; Mitch Miller, Columbia Records; James

IN CINCINNATI METROPOLITAN AUDIENCE IN

ONE YEAR

Jan.-Feb. '58 avg. ¼ hr. rating 3.0
Jan.-Feb. '59 avg. ¼ hr. rating 4.7
6 AM - 6 PM, Mon. - Fri.

AND WCKY gives you a larger percentage of women buyers than any other Cincinnati station. Compare the percentage of women in WCKY's audience to the other Cincinnati stations. These figures are from the latest Nielsen Report (Jan.-Feb. 1959):

Station	Women	Men	Teen-agers and Children
WCKY	68%	14%	17%
Sta. A - Ind.	51%	20%	29%
Sta. B - Net	61%	22%	17%
Sta. C - Net	66%	20%	14%
Sta. D - Ind.	43%	8%	45%

MORE AUDIENCE and MORE BUYERS mean MORE SALES

Let us show you how we can sell your product or service on WCKY. Call CHerry 1-6565 in Cincinnati; in New York, call Tom Welstead, EL 5-1127; in Chicago and on the West Coast, call AM Radio Sales.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

TAKE YOUR PICK
PULSE and NIELSEN AGREE!
K-NUZ
is No. 1
PULSE
(Jan.-Feb., 1959)
. . . in total rated periods 6:00 AM to 12:00 Midnight, Monday through Friday. K-NUZ is also top-rated on Saturday and Sunday, too!
NIELSEN
(Jan.-Feb., 1959)
K-NUZ is No. 1 in total time periods from 6:00 AM to 12:00 Midnight Monday through Friday, plus delivering the largest per cent of adult listeners!
AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
No. 1 with the lowest cost per 1000 listeners in the Houston market!
Kay-News
K-NUZ
Radio Center
Houston's 24-Hour Music and News
National Reps.:
THE KATZ AGENCY, Inc.
• New York • St. Louis
• Chicago • San Francisco
• Detroit • Los Angeles
• Atlanta • Dallas
IN HOUSTON,
CALL DAVE MORRIS
JAckson 3-2581

S. Fish, General Mills, presiding at the awards luncheon; John J. Ryan, AFA counsel.

June 8-9—Panel on spectrum allocations before **Communications Subcommittee of House Commerce Committee.**

***June 12**—**NAB Tv Code Review Board,** NAB hdqrs., Washington.

***June 12**—**Pennsylvania AP Broadcasters,** Pittsburgh.

June 12-16—**National Federation of Advertising Agencies,** annual convention, Chatham Bars Inn, Chatham, Mass.

***June 13**—**UPI Broadcasters Assn. of Connecticut,** Sun Valley Acres, Meriden.

June 13—**UPI Broadcasters of Pennsylvania,** Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

June 13-14—**UPI Broadcasters Assn. of Texas,** annual meeting, Hilton Hotel, San Antonio.

June 13-14—**Louisiana-Mississippi AP Broadcasters Assn.** Jacksonian Motel, Jackson, Miss.

June 14-17—**National Industrial Advertisers Assn.,** national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

June 15-16—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools. On agenda: Color microscopy, medical and dental tv systems; tv cameras; tv distribution; projectors; lighting; recording; tv costs and planning.

Junt 15-19—**NAB Combined Boards of Directors,** NAB hdqrs., Washington. Committee meetings and indoctrination of new directors June 15-16; Tv Board June 17; Radio Board June 18; joint boards, June 19.

June 15-26—Summer workshop for communications librarians, **Syracuse U. School of Journalism and School of Library Science,** Syracuse, N.Y.

June 17-19—**American Marketing Assn.,** national conference, Hotel Statler, Cleveland.

***June 17-19**—**Virginia Assn. of Broadcasters,** Tides Inn, Irvington.

***June 17-19**—**Catholic Broadcasters Assn.,** Pick Fort Shelby Hotel, Detroit.

June 17-20—**National Assn. of Radio-Television Farm Directors** convention, Hotel Statler, New York.

June 18—**Maryland-D.C. Broadcasters Assn.,** Stephen Decatur Hotel, Ocean City, Md.

June 18-20—**Florida Assn. of Broadcasters** convention, DuPont Plaza Hotel, Miami.

June 18-21—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

***June 19**—**Rhode Island Broadcasters Assn.,** Viking Hotel, Newport.

***June 21-22**—**Colorado Broadcasters & Telecasters Assn.,** Colorado Hotel, Glenwood Springs. Howard Bell, NAB assistant to the president, will speak.

***June 22**—Comments due on FCC proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859.

***June 22-26**—**First Advertising Agency Group,** annual conference, Belmont Hotel, Cape Cod, Mass.

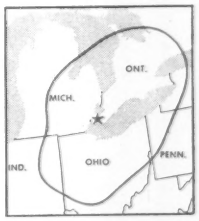
June 22-Aug. 15—**Summer Radio-Tv Institute,**

WHO'S BURIED IN LENIN'S TOMB?

The quick answer is Lenin. The complete answer is Lenin and Stalin! Just a detail? Possibly—but it points up how misleading news can be in capsule form. Most folks want all the details, all the facts—not mere headline reporting. They get it on WJR.

Nine times daily, WJR newscasters will take the air for detailed 15-minute reports; twice every evening there are quarter-hour news commentaries. Other programs, such as interviews with the people who make news, probe the significance of current events. Listeners appreciate this—as one writes: "The newscasters of WJR fill in the background information that gives news more meaning."

Accurate, honest and complete news coverage is just another reason why advertising on WJR reaches the most people with the most money, most often. Check your advertising manager, agency or Henry I. Christal representative for all the facts on WJR, the dominant station in the fifth richest market in America.

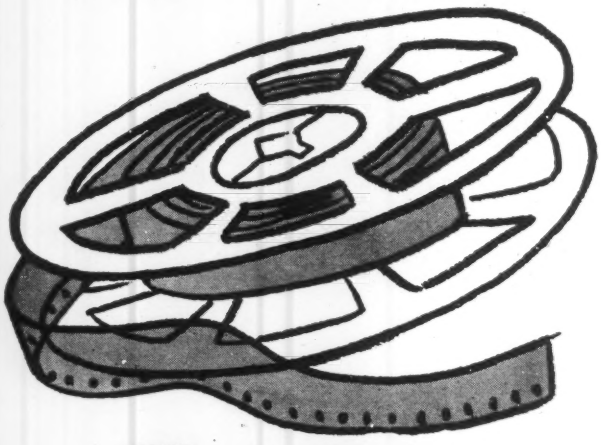


WJR's primary coverage area—over 17,000,000 people.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

WCSH-TV 6

NBC Affiliate **Portland, Maine**



Why a bigger more receptive audience?

(one answer is on that film)

WCSH-TV has pioneered in bringing legislative action from the state capitol to its viewers. It has initiated sound-on-film coverage from both houses in the current session, and has been mainly responsible for easing traditional barriers against photo coverage.

"News on 6" was FIRST with -

Sound-on-film of the senate.
Sound-on-film of house debate.
Film coverage of Governor and Executive Council in session.
Sound-on-film of an important legislative committee hearing.

Legislator reaction has been favorable. Frequently heard comment: "I didn't know it could be done with so little fuss."

Viewer reaction has been more than favorable. Well known fact: "If you want to know what happened in Augusta today, see it on Six."

Your Weed TV man has five straight years of surveys that similarly show you get a bigger, more receptive audience on Six.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV—(6), Portland
WLBZ-TV—(2), Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

A matching schedule on ch. 2 in Bangor saves an *extra 5%*.

Stanford U., Stanford, Calif. George A. Willey, director.

***June 23-25—National Community Television Assn.**, Sheraton Hotel, Philadelphia.

***June 23-Aug. 1—Broadcasting Symposium, Northwestern U. Radio-Tv-Film Dept.**, Evanston, Ill. Speakers include FCC Chairman John C. Doerfer, Hugh M. Beville Jr., NBC; Gilbert Seldes, **Saturday Review**; John O'Brien, Voice of America; Eric Barnouw, Columbia U.

***June 28-29—South Carolina Broadcasters Assn.**, William Hilton Motel, Hilton Head Island, summer convention.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

***June 28-July 4—National Advertising Agency Network**, management conference, Del Monte Lodge, Pebble Beach, Calif.

***June 29-July 1—Military electronics convention** sponsored by **Professional Group on Military Electronics of Institute of Radio Engineers**, Sheraton Park Hotel, Washington. Space propulsion, space electronics, radar, missile guidance, computers and related topics will be discussed.

JULY-NOVEMBER

***July 5-11—Advertising Federation of America** management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass. Speakers to include Dr. Frank Stanton, CBS president.

July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

***July 14-15—Idaho Broadcasters Assn.**, Shore Lodge, McCall.

***Aug. 18-21—Western Electronic Show & Convention** (Wescon), Cow Palace, San Francisco.

***Aug. 21-23—Arkansas Broadcasters Assn.**, Hot Springs.

***Aug. 24-28—American Bar Assn.** annual convention, Miami, Fla.

***Aug. 28-30—West Virginia Broadcasters Assn.**, Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford will speak.

***Sept. 10—Advertising Research Foundation** seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

***Sept. 17-19—Mutual Adv. Agency Network**, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

***Sept. 21-22—Louisiana Assn. of Broadcasters**, Monroe.

***Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference**, Stanford U., Palo Alto, Calif.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

***Sept. 29-Oct. 3—Affiliated Advertising Agencies Network** international convention, Somerset Hotel, Boston.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

***Oct. 7-9—Institute of Radio Engineers Canadian Convention**, Toronto, Canada.

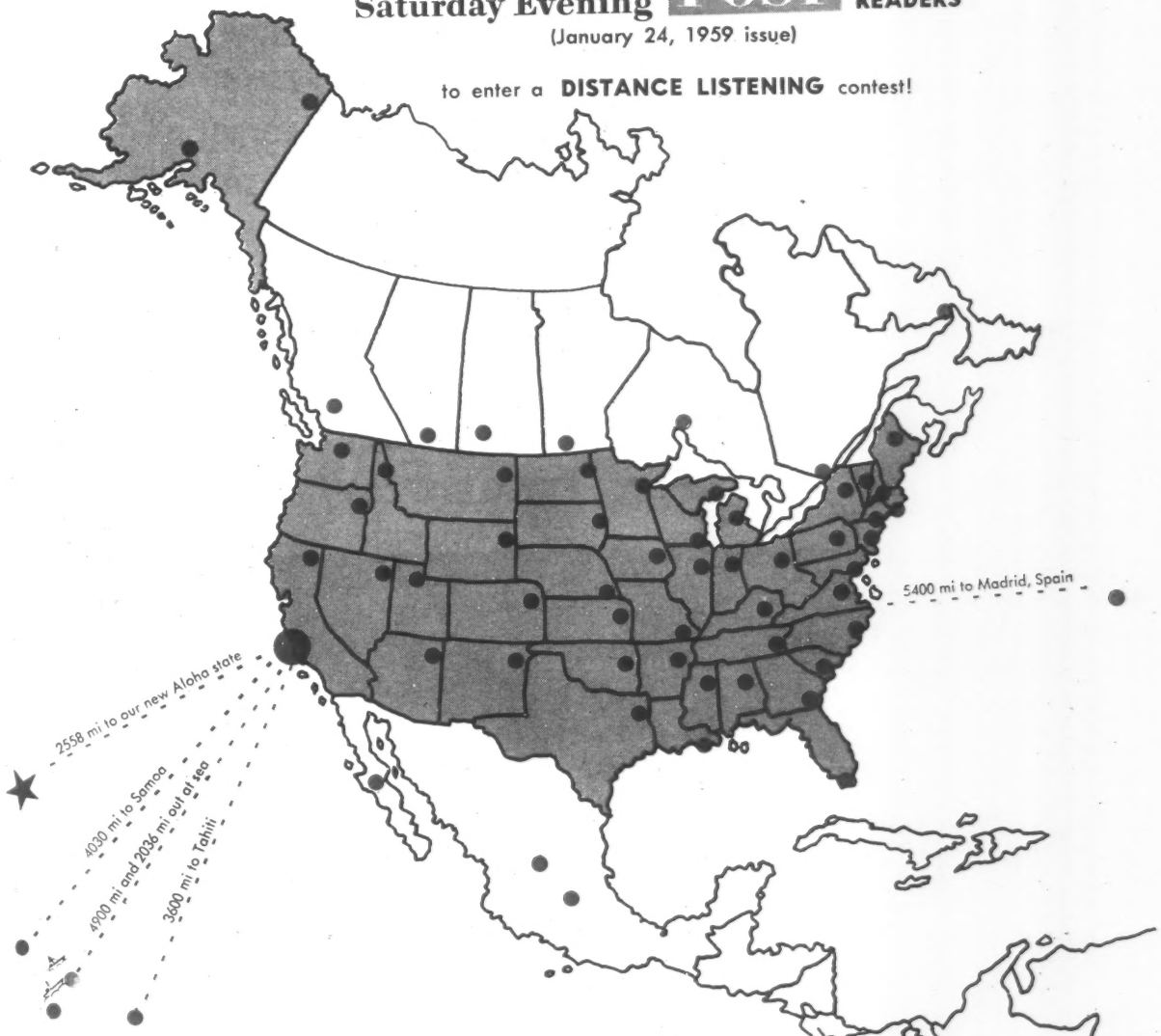
***Oct. 12-14—National Electronics Conference**, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

KFI ASKED

Saturday Evening POST READERS

(January 24, 1959 issue)

to enter a **DISTANCE LISTENING** contest!



Trophies were offered to the most distant listener in any state or area who could identify "key" songs broadcast by KFI. Responses were received from thousands of listeners!

The winners, represented by red dots, responded from 49 states, 6 provinces of Canada and many foreign countries! Yes, wherever you may be, chances are you can hear California's "covering" station — KFI!

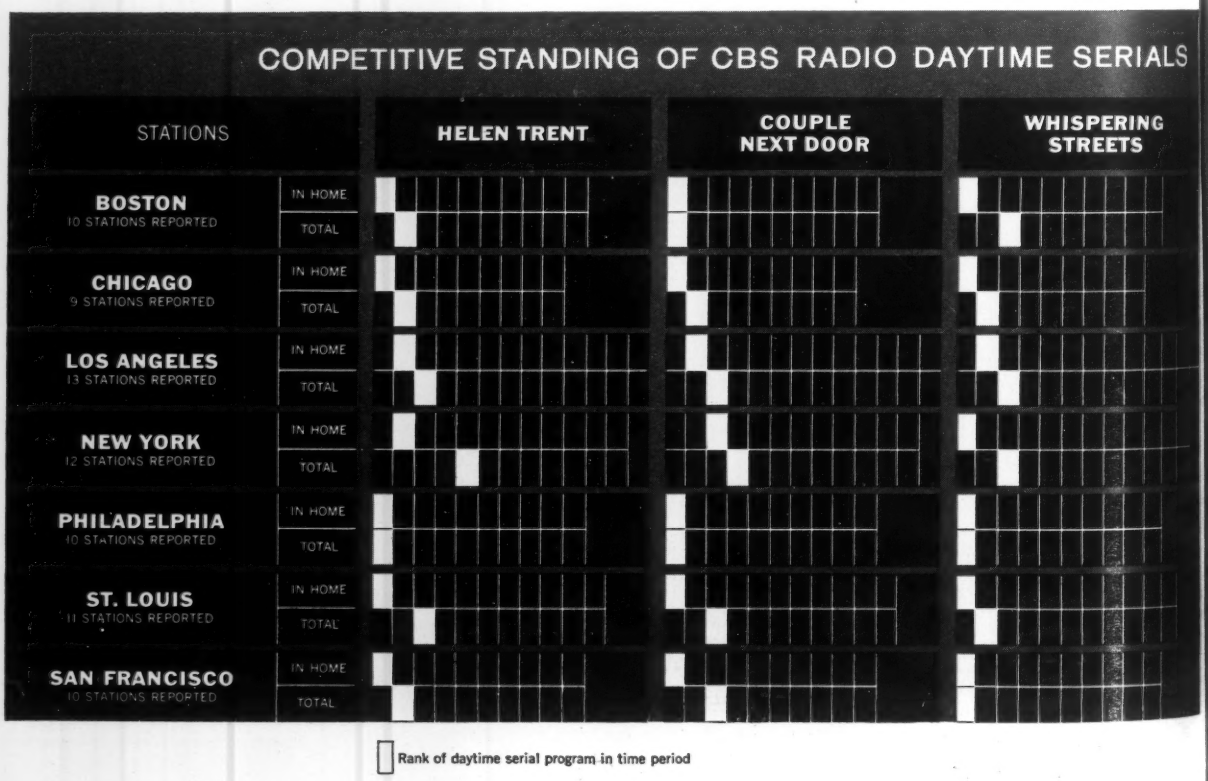
P.S. It's interesting to note that while only the farthermost county in California could be a winner, we heard from every one of the 58 counties! *THIS* IS THE COVERAGE WE WANT YOU TO KNOW ABOUT!

KFI NBC for Los Angeles

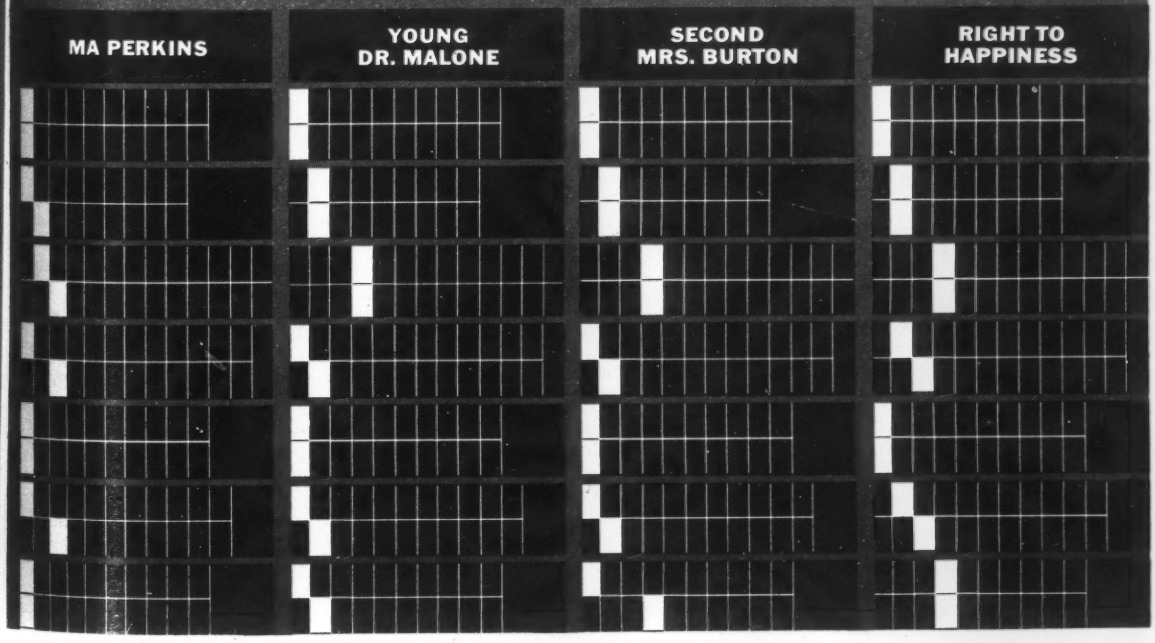
50,000 WATT CLEAR CHANNEL

Earle C. Anthony Inc

This chart is THE MOST telling demonstration we have found of the audience sweep of CBS Radio Network daytime drama. The significance is very clear when programs score so high—in 7 of the toughest (and most sophisticated) markets in the U.S. And it goes on year in and year out. It must be that housewives really want these programs. These are the facts.



IN MAJOR MARKETS Source: Latest PULSE city reports (Jan.-Feb. or March 1959)



THE CBS RADIO NETWORK

UP 36%

Nothing succeeds like selling for one's advertisers . . . the big reason why KNX Radio's first quarter local sales have shot up a full 36% over the same quarter last year! (And first quarter '58 was 12% over the same '57 period!) Good broadcasting means good business. More than ever, KNX is Southern California's leading radio station — in quality programming, attentive audiences — and in commercial ***success!***

KNX CBS RADIO LOS ANGELES

REPRESENTED BY CBS RADIO SPOT SALES

MONDAY MEMO

from **IRWIN ZLOWE,** *president, The Zlowe Co., New York*

Market selectivity puts punch in spot

We consider the media department as a key member of our creative team because spot timebuying cannot be reduced to a formula. The challenge is as varied as each product with its own set of marketing problems. Only if the timebuyer is closely involved in the total marketing and advertising strategy can you plan spot schedules intelligently.

The diversity of accounts in our agency does not allow for any rut. The marketing and merchandising concepts for one client bear little resemblance to those for the rest, other than the basic concept of selling more goods. It is imperative that the timebuyer get into the early planning stages to understand fully each client's marketing aims. Only then can the timebuyer do more than a routine job.

For example, we have two non-competitive clients in one field. Both have national distribution, yet for Client A we buy primarily regional or local media. Are we neglecting the national for budgetary reasons? That's only a fraction of the answer. Other factors include the sales strategy and the competitive situation. Chipping away at one market at a time has produced continuing increase in sales, while larger competitors with more lavish budgets have declined.

Planning a spot radio campaign for a cosmetic firm whose budget was extremely limited necessitated a good deal of soul-searching. We could not hope to compete with the cosmetics giants on television. The media department reasoned that our client could dominate radio in this large market. Since the visual could not be neglected, strong ads, using the copy theme of the radio commercials, were placed in newspaper Sunday supplements.

Quantity or Quality? • Media had to decide whether package deals with a profusion of spots would best serve the client or whether fewer carefully selected time spots at a premium rate would do a better job. Since all women are interested in cosmetics, the media director had to know what segment of the female audience represented the best potential customers for our client's line of products.

A selection of spots on programs conducted by well known radio personalities was carefully chosen. Live commercials delivered by these people added to the authenticity and genuineness of soft sell copy. The message was believable and it sold merchandise. The media buyer's recommendation for fewer but select spots paid off.

Perhaps the most challenging product to launch was in the food field. There was no sizeable capital investment set aside for promotion. The total budget depended entirely upon percentage of sales volume. Here budget growth was contingent upon sales growth. Broadcast media offered the flexibility required with sales progress. The start more than 15 years ago represented a very modest appropriation. With the concept of proceeding "from the known to the unknown," the first audience we tried to reach were the health- and food-conscious people who would be receptive to the distinctive characteristics of the product. The next audience we sought was comprised of sophisticated, well-traveled people who were more venturesome in their eating.

Time to Change • Then the pattern had to change to meet the challenge for growth. A tv spot campaign on independent stations was within budget reach of the client and 60 second spots were plentiful then. The filmed commercials were designed primarily to break down consumer resistance to the product itself. People in all walks of life, in all age groups were shown eating the various forms of the product.

Irwin Zlowe b. Hartford, Conn., and was graduated from school of arts and pure sciences of New York U. 1930. His first job after college was as salesman for Women's Wear Daily. *He started his own agency in 1936 and has been in business continuously since then, except for two years during World War II when he served in the European theatre as a sergeant with the 12th Army Group. As a medium-sized agency, Zlowe Co. is proud that two accounts have continued with the agency for over 23 years and eight have been with the company more than 10 years.*

We broadened our audience by the use of spot packages on network tv stations. Here, however, the budget limited us to daytime and fringe time only.

But however good the sales picture, it was obvious that there still existed a major portion of consumers who had resisted trying the product.

Consumer Education • We learned that an education job was still to be done among adults. For this broader coverage, nighttime tv could have provided the large audience, but budget limitations and lack of good minute availabilities precluded this.

In turning to radio, we set very basic criteria for our spot buys. Since our commercials were designed to appeal to the mature, we sought spots where the radio audience is listening as attentively as possible. The answer seemed to lie in newscasts and adjacencies. We favored the frequency of impressions at a given time rather than using saturation on any one station.

It is obvious that this was not the cheapest method of buying spot radio. If we were merely pursuing the cost-per-thousand gambit, it would have been discarded pronto. Fortunately, the client's awareness of our tailoring the schedule to the entire promotional stategy made the success of this campaign a rewarding one for everybody.

Teen-Age Audience • Reaching a teen-age audience offers problems of its own. It often seems that there are seven commercials in a fifteen minute segment of radio broadcasting by teen-age idols. To select the time period is not as difficult as tailoring the commercial. It must not talk down or over the heads of your audience. It must compete with the chatter of the disc jockey and numerous competing commercials. To do a sound job for a client, the media buyer needs the able assistance of the researcher and the copy department.

The hundreds of jingles heard on the air tend to blend into the hundreds of songs played and sung on most radio stations. We have used jingles successfully but frequently resort to quiet, believable sell. Such commercials should be spotted carefully. Media must watch adjacencies.

The key word in time buying at Zlowe is flexibility. A rigid buying pattern limits the product's potential, weakens a major pillar in the over-all promotional effort.

FIRST FAMILY

You are looking
at the most famous address
in the nation . . .
the White House, home of
Presidents and symbol
of America, as seen through
the lens of Fred Maroon
in the continuing WTOP-TV
series on
Washington landmarks.

Reprints on request

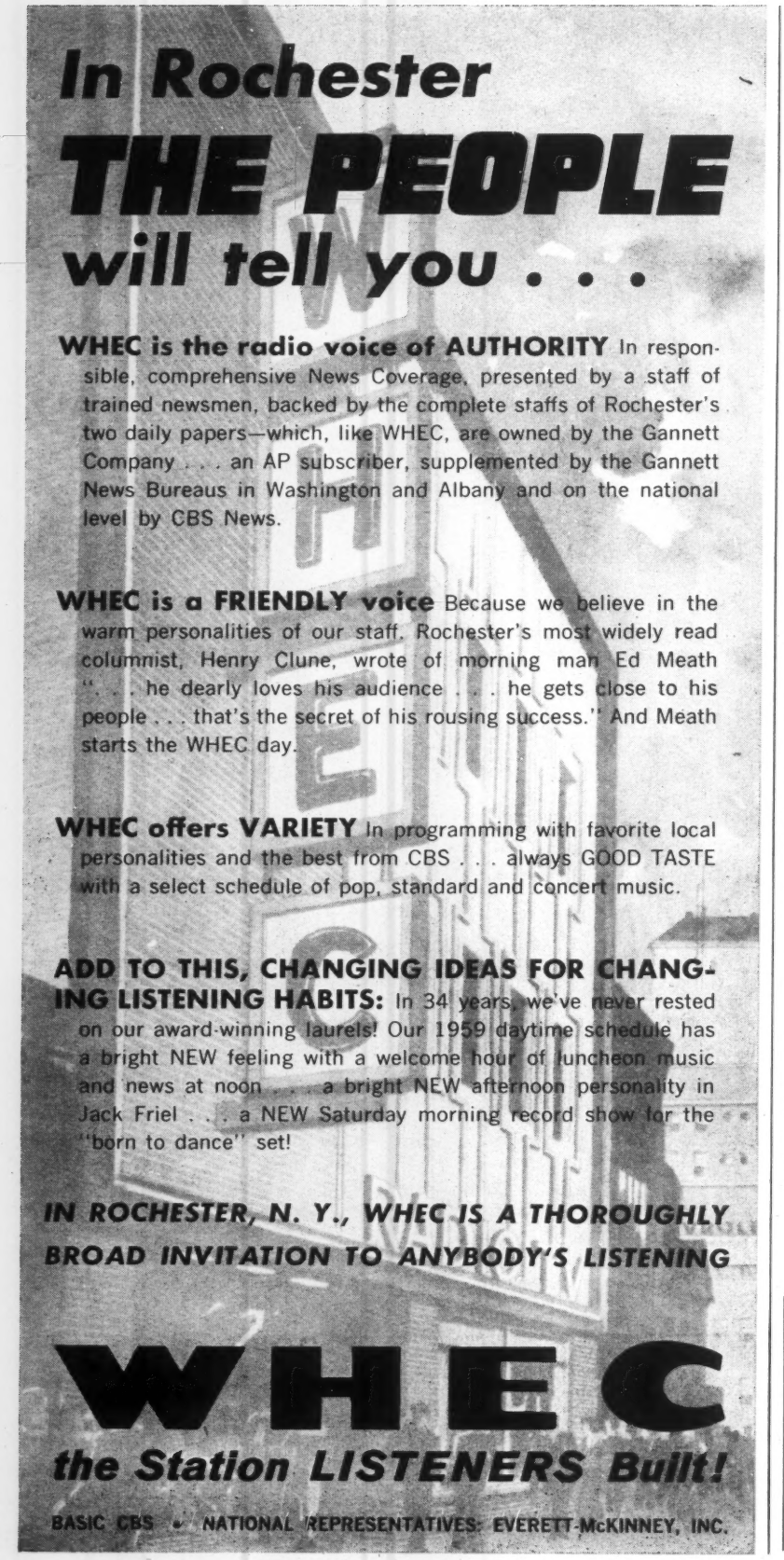
WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK

REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio . . . . . *Washington, D.C.*


In Rochester
THE PEOPLE
will tell you . . .
WHEC is the radio voice of AUTHORITY In responsible, comprehensive News Coverage, presented by a staff of trained newsmen, backed by the complete staffs of Rochester's two daily papers—which, like WHEC, are owned by the Gannett Company . . . an AP subscriber, supplemented by the Gannett News Bureaus in Washington and Albany and on the national level by CBS News.
WHEC is a FRIENDLY voice Because we believe in the warm personalities of our staff. Rochester's most widely read columnist, Henry Clune, wrote of morning man Ed Meath ". . . he dearly loves his audience . . . he gets close to his people . . . that's the secret of his rousing success." And Meath starts the WHEC day.
WHEC offers VARIETY In programming with favorite local personalities and the best from CBS . . . always GOOD TASTE with a select schedule of pop, standard and concert music.
ADD TO THIS, CHANGING IDEAS FOR CHANGING LISTENING HABITS: In 34 years, we've never rested on our award-winning laurels! Our 1959 daytime schedule has a bright NEW feeling with a welcome hour of luncheon music and news at noon . . . a bright NEW afternoon personality in Jack Friel . . . a NEW Saturday morning record show for the "born to dance" set!
IN ROCHESTER, N. Y., WHEC IS A THOROUGHLY BROAD INVITATION TO ANYBODY'S LISTENING
WHEC
the Station LISTENERS Built!
BASIC CBS • NATIONAL REPRESENTATIVES: EVERETT-McKINNEY, INC.

OPEN MIKE

'Tinkering with time'

EDITOR:

Thank you ever so much for your most excellent appraisal of the daytimers' case in your editorial "Tinkering with time" (page 118, May 11).

F. C. Sowell
WLAC Nashville, Tenn.

EDITOR:

We wish to vigorously protest your editorial "Tinkering with time" . . .

Your thinking is solely concerned with engineering standards laid down in 1934 and completely ignores the most important phase of broadcasting: namely, programming. . . .

There is nothing sacro-sanct about rules that deprive over 1,200 "second class" communities of service they badly need in favor of entrenched frequencies owned for the most part by big-town newspapers, networks and equipment manufacturers many of whom use their high power to broadcast programs of purely local interest.

. . . Perhaps the FCC should look into the matter of the waste of the broadcast spectrum by stations using high power to broadcast programs of local interest.

The ten year delay by the Commission in even considering the matter of the daytimers indicates that the members of that "august" body heed the mandate of the big interests and ignore the pleas of the small fry. . . .

George C. Udry
WSIV Pekin, Ill.

No more 'pay' discs

EDITOR:

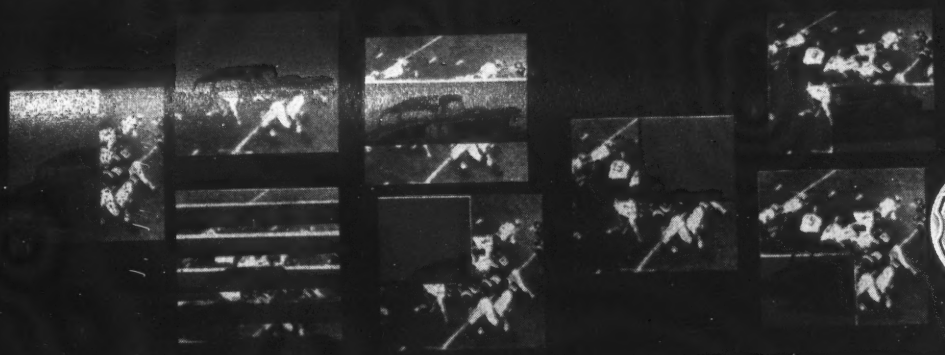
. . . We are discontinuing the airing of recordings not furnished to our station free by record manufacturing companies. This has been a problem for quite some time with stations not blessed with being in a 100,000-population city and this is no bluff with us. We would like to call upon other operators in the same position to do the same thing we are doing.

Clarence Jones
WBPD Orangeburg, S.C.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



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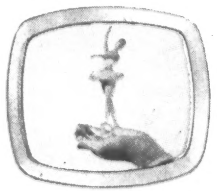

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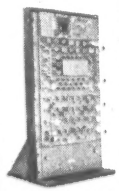

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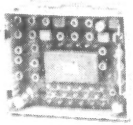

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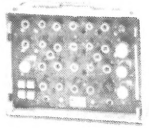

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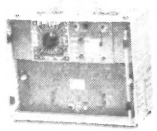

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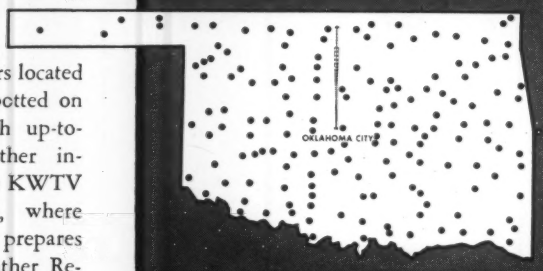

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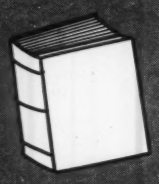

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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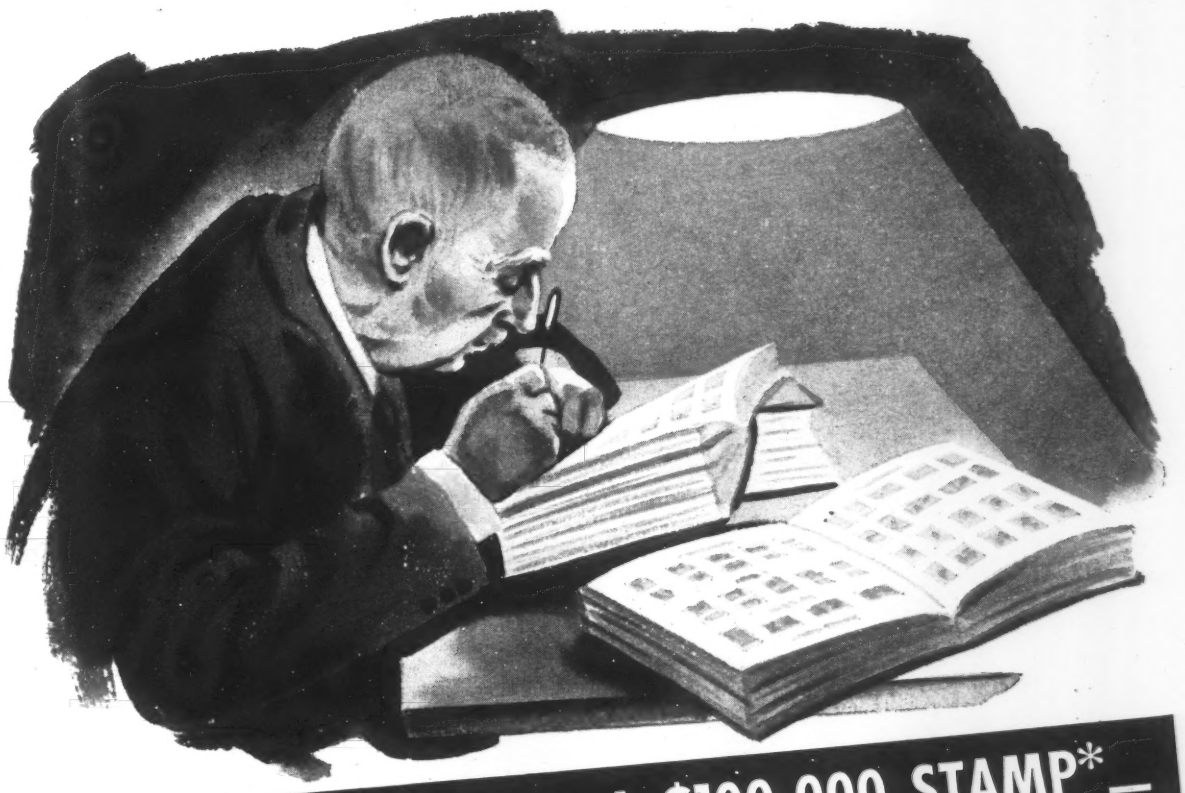

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BUT... WKZO-TV Will Increase Your Mail From Kalamazoo-Grand Rapids!

PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
6 a.m.-9 a.m.	17,600	17,300	50.4%	49.6%
9 a.m.-Noon	55,500	32,300	63.2%	36.8%
Noon-3 p.m.	69,400	35,200	66.3%	33.7%
3 p.m.-6 p.m.	68,000	54,500	55.5%	44.5%
Sun. thru Sat.				
6 p.m.-9 p.m.	148,700	95,500	60.8%	39.2%
9 p.m.-Midnight	134,300	68,900	66%	34%

WKZO-TV reaches far more homes than any other station in the Kalamazoo-Grand Rapids area. The recent NSI Survey proves it (see left)—also shows that *WKZO-TV leads Station "B" nearly 6-to-1 in quarter hours surveyed!*

Further—the Kalamazoo-Grand Rapids 9-county ARB Survey (Jan. 12-Feb. 8, 1959) covering 300,000 TV homes, gives WKZO-TV first place in 60.6% of all quarter hours measured!

Remember—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac to your WKZO-TV schedule.

**World's most valuable stamp is the British Guiana 1c black on magenta dated 1856, which is insured for $100,000.*

The Fetzer Stations

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WKZO RADIO — KALAMAZOO-BATTLE CREEK
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WWTV — CADILLAC, MICHIGAN
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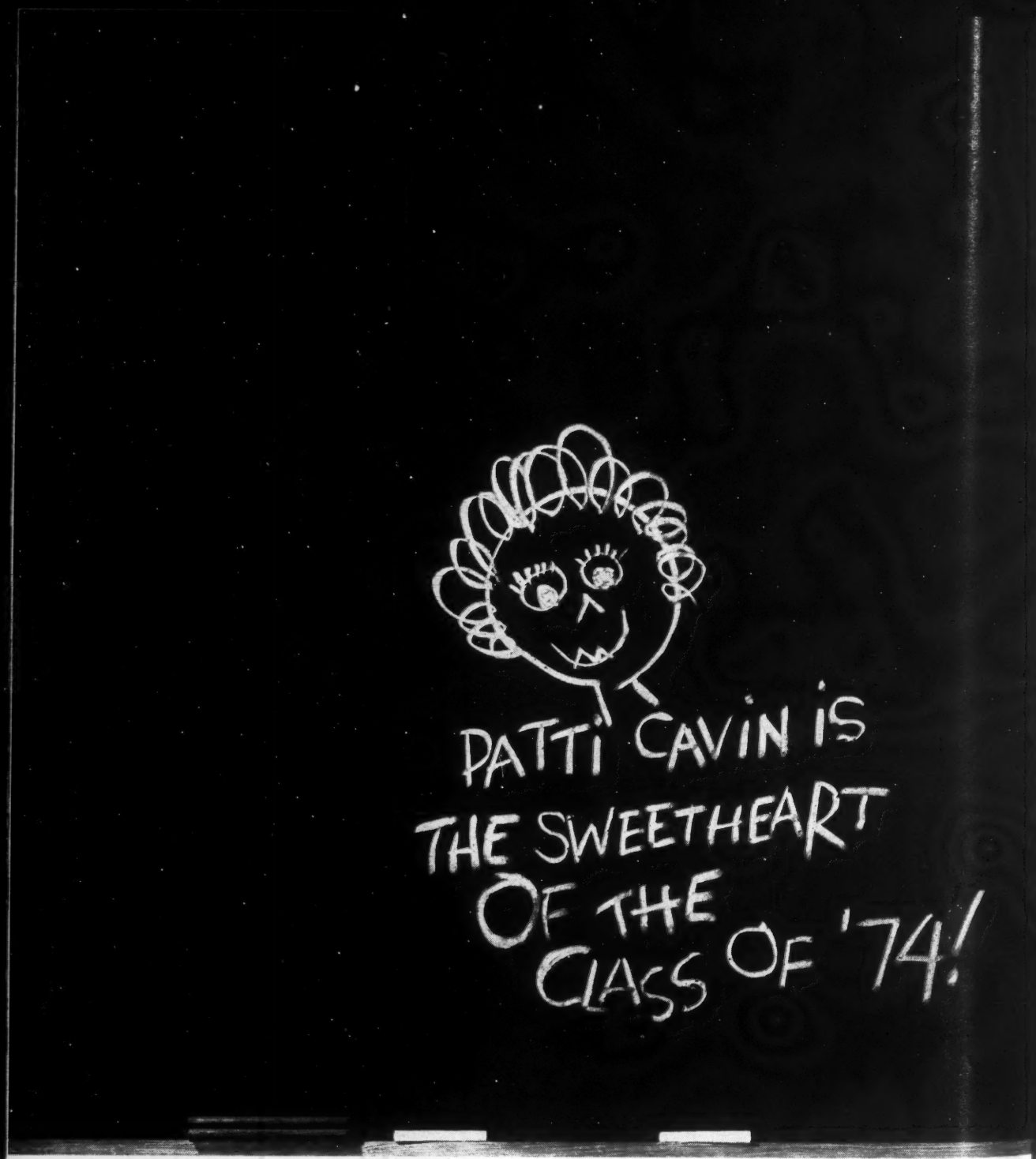


Because she has championed their cause so brilliantly, lots more youngsters of today will be college-bound in years to come. This is the sentiment expressed in McCall Magazine's "Golden Mike" award to WRC Radio's Patti Cavin. On her regular WRC Radio program, "Capital Byline," Patti embarked on a crusade, "Deadline, 1970," to create an awareness of the student's plight in 1970—when he stands only a 50-50 chance of college attendance because of teacher and facilities shortages. Mrs. Cavin toured every campus in the Washington area to add first-hand facts to her program. Many educational, business and congressional leaders participated, and when her vigorous compaign was concluded, grateful educators praised her "outstanding contribution to community life." "Deadline, 1970" was one month long, but its after-effects will be felt for years as the Washington area, and the nation, work to prepare for the educational needs of the future. Cheers to Patti Cavin, she's the sweetheart of WRC, too!

WRC

NBC RADIO IN WASHINGTON, D. C.
SOLD BY NBC SPOT SALES

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

May 18, 1959
Vol. 56 No. 20

DO-IT-YOURSELF SYNDICATION

- **Demand for tv product is creating a new program source**
- **Stations are producing their own shows for sale to others**
- **Aim is to get good shows with chance of recovering cost**

The average U.S. tv station is on the air something over 100 hours every week. Take into account over 500 stations and it comes to over 50,000 hours. As the operators of those stations will tell you, that's a lot of time to fill.

The search for audience-attracting programs to fill it is never-ending.

Station executives have dealt in the past with many sources, the three largest being the tv networks, the independent producers and syndicators of film series and the libraries of Hollywood movies.

Now a fourth element is emerging—the station-produced series, run locally and then offered in syndication to others. As in the case of other program sources, most have sprung up from New York and Hollywood. As would be expected, most of the producing stations are independents.

Spurring this development is videotape, which has enabled tv operators to produce and capture in permanent form, at relatively low cost, a variety of programs made in the medium with which they have most experience—live tv. KTTV (TV), KCOP (TV), KTLA (TV) and KHJ-TV in Los Angeles, WNTA-TV in New York and the New York headquartered Westinghouse Broadcasting Co. have all started videotape ventures. A notable exception to the tape trend is WPIX (TV) New York, one of the most successful in the home-grown programming department, which is syndicating on film.

The Motives • While the programs and the techniques used by these new program enterpreneurs differ, their "reason why" is the same. They need the shows themselves, and the extra syndication mileage enables them to produce more elaborate shows than could be supported on a purely local budget. And if in the process they can make still extra money, so much the better.

By volume alone, WNTA-TV New York and KTLA (TV) Los Angeles appear to be the pacesetters. Through parent National Telefilm Assoc. WNTA already has offered or is preparing five of its local shows for syndication. KTLA has six to sell this fall.

From the standpoint of longevity KTTV (TV) claims honors with its *Divorce Court*, which went into syn-

Longest run • *Divorce Court*, originated by KTTV (TV) Los Angeles, has been in syndication longer than any other station property now on the market. It was put into distribution through Guild Films last August. This series is typical of most of the station offerings now in syndication. It is produced with live technique (see live tv cameras at left) and recorded on tv tape. Widespread distribution of tv tape recorders among television stations has encouraged stations originating shows to syndicate them by tape instead of film.

Biggest seller • "The Russian Revolution," a film documentary produced by WPIX (TV) New York, so far holds the record for syndicated sales. It was bought by 36 stations. Picture above is frame from old film clip in the program and shows Lenin addressing followers. Another WPIX production, "Cold War—Berlin Crisis," also a one-hour documentary assembled from film clips, has just been offered by the station and is already sold in 20 markets.

dication last August. From the standpoint of sales, WPIX has gained the longest station lists with its one-shot "Russian Revolution" (36 stations) and "Cold War—Berlin Crisis" (20 stations).

Getting Them Around • When it comes to selling and distributing these program series, there are several variations. Some, like WPIX, do it themselves. Others, like WNTA-TV and KCOP (TV), rely on an established distributor (NTA and Guild Films, respectively). There are advantages and disadvantages to each of these arrangements, the big advantage in doing-it-themselves being that they don't have to cut an outside distributor in on the profits. It is generally estimated that a distributor will take a 30-40% cut of gross receipts for his part in moving a series.

The stations that have been most active in this new programming area, and the work they've done in it, are detailed below.

NTA Activity • The most ambitious tape production-distribution blueprint in the east has been sketched by National Telefilm Assoc., parent of WNTA-TV New York and KMSP-TV Minneapolis, which is using the resources of various of its units in "Operation Tape."

NTA Productions produces programs for distribution by NTA Program Sales, and using the facilities of NTA Telestudios, WNTA-TV serves as the showcase for initial exposures of the video-taped offerings. On occasions the station buys an outside package, or the distribution arm takes on a taped series produced outside its orbit, and, in one instance, an outside producer uses Telestudios' facilities and NTA program sales' services.

NTA's activity is in various stages of development. WNTA-TV has been carrying the following taped programs: *Peter Potter's Juke Box Jury, Bishop Sheen Show, Alex in Wonderland, Open End, Henry Morgan & Company, Mike Wallace Interview, One Night Stand* and *Jai Alai.*

The programs that are "wholly NTA" include all but Mike Wallace, Peter Potter and *Jai Alai.* Newsmaker Productions owns *Mike Wallace Interview,* which is taped at NTA Telestudios and is syndicated by NTA Program Sales. KTTV (TV) Los Angeles produces *Juke Box Jury* in conjunction with Mr. Potter for distribution by NTA Program Sales, and *Jai Alai* comes out of XETV (TV) Tijuana (see below).

The sales chalked up by NTA on tape shows thus far have been restricted to *Juke Box Jury,* sold in 12 markets, and *Bishop Sheen,* in seven markets. Spokesmen say they now will "make a push" for sales on *Open End, One Night Stand, Alex in Wonderland* and *Mike Wallace Interview.* One-, two- and three-hour versions of *Open End* will be offered.

On the production side, two half-hour programs are in preparation, *Xavier Cugat Show* and *Mel Allen Show.* In addition, NTA has plans—not crystallized—for producing specials, including variety shows, that would range one hour or more in length.

Michael M. Sillerman, president of NTA Program Sales, explained the company's concentration on video-tape activity by saying: "We know there is a market for certain types of programming on tape. We hope to fill the need for quality shows that can compete favorably with other types of programs.

Through syndication, we hope to recoup some of the investment we make in programs we produce for initial showing on our stations. And we feel tape can develop into a profitable business."

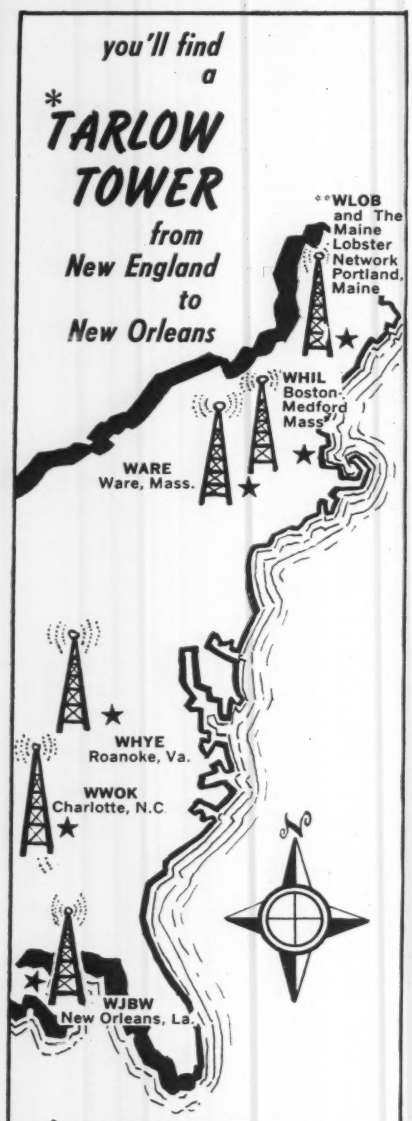
Westinghouse Activity • Westinghouse broadcasting's major station group is also in the syndication field, but principally in the areas of "public service" programming. The two main guns in its arsenal are *Youth Wants to Know* and *American Forum of the Air*, both veterans of network programming (and both produced by Theodore Granik).

WBC's first interest in these programs is for its owned stations, WBZ-TV Boston, KYW-TV Cleveland, KPIX (TV) San Francisco, KDKA-TV Pittsburgh and WJZ-TV Baltimore. Ironically, neither *Youth* nor *Forum* is produced at an O&O, but rather, because their participants are most often in either New York or Washington, both are taped at WNEW-TV New York and WTTG (TV) Washington, both owned by Metropolitan Broadcasting. *Youth Wants to Know* also has been sold to four tv stations outside the Westinghouse complex.

Richard M. Pack, WBC's vice president for programming, says that "fundamentally, WBC is not in the syndication business" at all. He points out that WBC has offered several series free to educational stations and institutions, including the previously produced *Adventures in Numbers and Space* and *Benny (Goodman) in Brussels* programs. *Adventures* has also been offered

Information series • Westinghouse Broadcasting is syndicating weekly *Youth Wants to Know*. When Fidel Castro spoke to students at Harvard (above), Westinghouse taped him to replace regular *Youth* format. Usually panel of youngsters questions public figures on program.

Biggest inventory • National Telefilm Assoc. is syndicating five shows that originate on its WNTA-TV New York—the biggest single block of syndicated programs now on the market from any station. One of the shows is *Open End*, a talk program featuring David Susskind, tv producer (at far left in group above). Others in this picture are (l to r) Peter Glenville, a theatrical director, Margaret Leighton, actress, and Kenneth Tynan, theatre critic for the *New Yorker* magazine. In addition, NTA is syndicating shows originating in other stations.



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to commercial stations on a "nominal cost" basis.

Activity at WPIX • In New York City, still another solution to the programming problem has been worked out by WPIX (TV), an independent which competes not only with three network affiliates but also with three other independents. Its answer: the one-shot, do-it-yourself documentary, designed to build audience and prestige for WPIX and, in the process, make a buck or two.

Fred Thrower, general manager of WPIX, can show you how well it's worked by pointing to (1) the ratings, (2) the stacks of audience mail in the corner of his office, and (3) the orders from other stations across the country which are in line to buy future WPIX-produced documentaries on a "sight unseen" basis.

It all started something over a year ago when Mr. Thrower and his programing chiefs went into a huddle for a new way to put life into the programming schedule. Walter Engels, news and program manager, and William Cooper, film manager, were eager to tackle an ambitious project. Mr. Engels, a longtime newsman (he covered the Hauptman kidnap trial for the *New York Daily News*), knew there was a wealth of program material in 20th century history, and Mr. Cooper knew there were miles of yet-unpublished film lying around waiting for someone to find them. Out of all their ideas came "The Russian Revolution," a one-hour history of the years "from Czar Nicholas II to Lenin."

Mr. Thrower told them to shoot the works. They did, scouring libraries, tracing both wild and fruitful tips, gathering thousands of feet of film never before seen in this country. They spliced, cut, hired writers to do the accompanying script, composers to supply musical background, Westbrook *(March of Time)* Van Voorhis to do the narration. Their finished product went on the air in New York April 1 last year—and pulled in a 25.8 ARB, 4,000 pieces of mail (nearly all asking for a repeat performance) and, eventually, orders from 36 other stations which wanted to buy the program.

The viewers who wanted to see it again got their chance on Jan. 20 this year—this time sponsored by Savarin coffee (the first telecast was sustaining). Rating for the repeat was 13.1 Arbitron, and again mail was heartening.

By this time the WPIX team was back on overtime with other projects. Their second—"The Secret Life of Adolf Hitler"—was nearly ready to be released, and preparations were well along on "The Evita Peron Story." But Khrushchev's ultimatum on Berlin intervened, and Mr. Thrower called for a quick shift in signals to prepare a timely summary of the events that led up to today's front page story. Result: 11 stations bought "Cold War—Berlin Crisis" within four hours after WPIX announced its availability, and some (WTVJ [TV] Miami, was the first) beat WPIX in putting it on the air. At the last count 20 stations had ordered it, largely unsolicited.

Fred Thrower had a sleeping giant on his hands. What had started out as a purely local effort, largely promotional, was rapidly becoming a commercial success. (He figures 35 other stations have to buy one of the documentaries before it can break even.) Even now, however, there's no elaborate syndication organization involved—he does most of the selling himself, by phone, on an "in addition to" basis.

Activity at KTTV • One of the first stations to install tv tape machines and one of the first to use them to prepare local programs for syndication, KTTV (TV) Los Angeles currently has three shows on the road via video-tape.

First to leave the home nest and strike out into the world was *Divorce Court* which was placed with Guild Films last August. Today, nine months later, this hour-long courtroom series is on the air in 19 cities, for the station and giving KTTV "profits in six figures," Robert Breckner, program vice president, reported at the station's second vtr clinic. (BROADCASTING, May 4).

Months elapsed before the second KTTV program was put into syndication, *Peter Potter's Juke Box Jury*, with NTA as the distributor. This series, like *Divorce Court* a weekly hour-long program, is now being seen in 14 markets. Last month, KTTV put tapes of its half-hour, five-a-week Paul Coates feature-story interview type program on the market, this time handling the syndication itself. Mr. Breckner and Dick Woollen, film director, have made road trips, producing sales in four markets and "avid interest in at least a dozen others where station operators want the program but haven't yet been able to clear time for a half hour series five nights a week," Richard A. Moore, KTTV president and general manager, told BROADCASTING.

Plans for syndicating the Paul Coates programs have been in the works since last fall, Mr. Moore reported. "At that time we began tailoring it for use nationally," he said, adding that the original plan had been to put it into syndication this fall. But the date was moved up to spring following the station's success in placing tapes of Mr. Coates' Jan. 12 program (an interview show with U.S.S.R. Deputy Premier Anastas Mikoyan) on stations in 17 other markets (BROADCASTING, Jan. 19).

Asked how self-syndication com-

IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!

YOU MISS 40% OF MEMPHIS MARKET UNLESS YOU USE WDIA!

In Memphis—America's tenth largest wholesale market—here's one fact we *can prove:* Only WDIA sells the Negro buyer!

Within WDIA's 50,000 watt coverage is biggest market of its kind in entire country—one-and-a-quarter-million Negros . . . who earned $616,294,100 last year! And *spent* 80% of this tremendous income on consumer goods!

WDIA combines exclusive Negro programming, high powered salesmanship and outstanding public service. Result: **WDIA-Memphis is more than just a radio station—it's an advertising force!** No matter what your budget for the Memphis market—no matter what other media you're using—a big part of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this big buying market!

Write today for facts and figures

Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.

WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!

Imagine 11 retail centers tied to Indianapolis—all covered mainly by WFBM-TV!

Indianapolis

Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with* 90% *television ownership!*

11 Satellites

Each an *additional* recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

WFBM-TV dominates Mid-Indiana in total coverage and market penetration . . . Nielsen Study No. 3 supports these facts. Test your regional marketing plans here *first!*

Represented Nationally by the **KATZ** Agency

CHANNEL 6 WFBM TV INDIANAPOLIS

BASIC NBC-TV AFFILIATE

The Nation's **13th** *Television Market*

. . . with the *only* basic NBC coverage of 760,000 TV set owning families.

Tv tape standards talks begin at NAB

Agencies and program producers will be asked to join NAB's move to set up standards for video tape, Harold P. See, KRON-TV San Francisco, said Thursday (May 14) at the conclusion of the first meeting of NAB's new Tv Advisory Committee on Video Tape Usage. He is committee chairman.

Mr. See and two NAB staff members—Thad H. Brown Jr., tv vice president. and his assistant Dan W. Shields—met in New York the next day with David W. Dole, Leo Burnett Co.; Harry Saz, Ted Bates & Co., and Dorothy Copeland, American Assn. of Advertising Agencies. Mr. Dole is chairman of the AAAA video tape subcommittee and Mr. Saz is a subcommittee member.

Explaining the industry effort, Mr. See said, "We are seeking complete coordination among program producers, advertising agencies and stations to establish 'bed rock' standards for the operational use of tape."

The committee work is confined to tv broadcast use. Other standards for video tape include basic engineering criteria to be met under FCC licenses, engineering standards governing equipment performance and manufacturers' standards centering around design of machines capable of recording and reproducing a standard compatible tv picture by magnetic tape means. NAB will deal with pre-roll time or leader length, titling, client numbers on commercials and similar items.

Sitting at the committee meeting with Mr. See were Kenneth Tredwell, WBTV (TV) Charlotte, N.C.; Bill Michaels, WJBK-TV Detroit; Stokes Gresham Jr., WISH-TV Indianapolis; Benjamin Wolfe, WJZ-TV Baltimore; Virgil Duncan, WRAL-TV Raleigh, N.C., and John Koushouris, CBS, New York.

Representing NAB were President Harold E. Fellows; A. Prose Walker, NAB manager of engineering, and Messrs. Brown and Shields.

pared with placing a program with an outside program distribution group, Mr. Moore said that KTTV was studying the problem but as yet has reached no conclusion. "The one thing we have learned in the short time we've been trying to sell the Coates program is that one series is not enough to support a station's own syndication organization," he said.

By fall, KTTV expects to have at least two more of its programs ready for distribution on tape, Mr. Moore said. By then he hopes a decision will have been reached whether or not KTTV should distribute them on its own.

Mr. Moore pointed out that KTTV is a buyer as well as a seller of programs on tape. The station is already broadcasting two WBC programs, *Youth Wants to Know* and *American Forum of the Air,* and "we're in the market for others," he said.

Activity at KTLA • In preparation for an extensive program of tape production and distribution, KTLA (TV) Los Angeles has spent six months in planning and development, according to James Shulke, vice president in charge of the station.

In the programming sphere, the station has developed a minimum of six programs to be made available this fall —a half-hour daytime serial, *Naked Heart,* and five half-hour programs, *Youth Court, Municipal Court, Emergency Ward, Dixieland Small Fry* and *Secret Jury.*

Along with this creation of programming, the station has upgraded its production and editing techniques, Mr. Shulke said, so that the tape shows to be offered for sale will be of "superior caliber when they are seen on the tv set." He claimed that "the problem of duplicate tapes has been solved."

The station has engaged Albert Goustin, formerly with Ziv Television Programs, to head the tape syndication organization, and he now is installed in New York, calling on advertising agencies with the station's new product.

Mr. Shulke reported that KTLA has been telecasting some of the taped programs it will offer for syndication in the Los Angeles area since last fall, and these presentations have served as a "pilot project" for its nationwide effort. The station's programs are produced at the Paramount Pictures studio (KTLA is owned by a subsidiary of the motion picture company, Paramount Television Productions). Recently, the parent company assigned Paramount Television Productions studio space amounting to 16,000 square feet for tape program production.

A sidelight to KTLA's involvement with tape concerns the *Police Station* program. According to Mr. Shulke, the one-hour tape program proved "so successful" that Official Films, New York, bought the series under these condi-

wherever they be

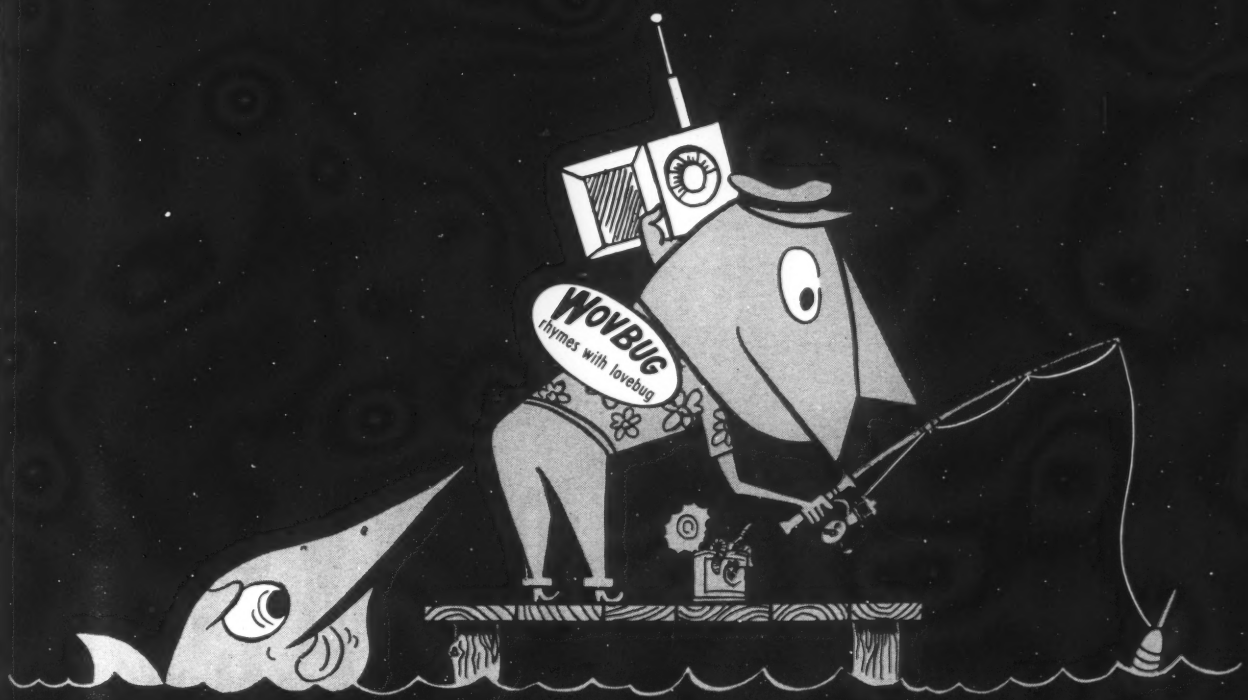
it's

WOV

5000 Watts

IN N. Y. C. and VICINITY

over two million Italians agree



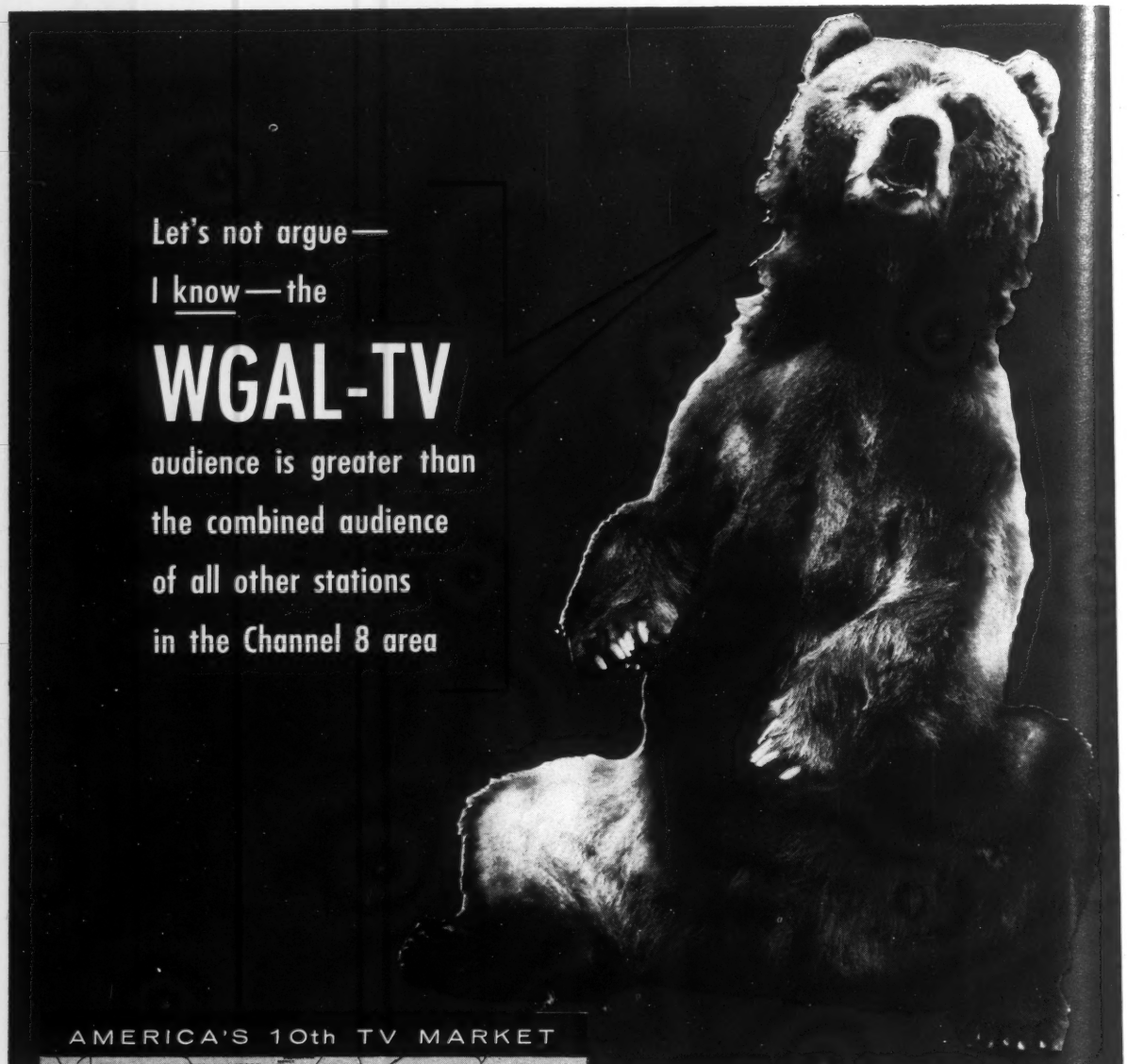
When you're casting for new business, the Italian-speaking community of greater Metropolitan New York is very well worth your lure. In the 17 county New York area it represents over 2,100,000 prosperous people—twice the size of Baltimore and Washington combined.

The WOV "Italian City" is big business. Equally important—it's getting bigger every day. Its new immigration alone since 1948 (118,330) is over twice the entire population of Orlando, Florida.

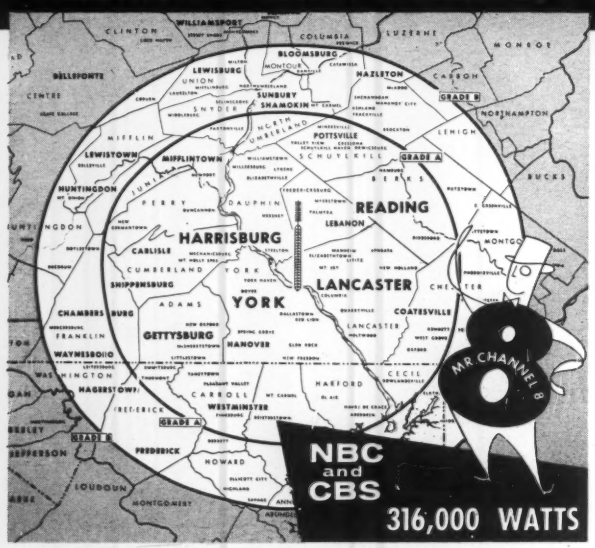
You just cannot attain all of the greater New York's potential—unless you cover the Italian market. And you just can't cover the Italian market without the radio voice of WOV.

WOV NEW YORK - ROME

Representatives: John E. Pearson Co.



AMERICA'S 10th TV MARKET



WGAL·TV

CHANNEL 8
LANCASTER, PA.
NBC and CBS

•

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

tions: the tape program be withdrawn and a half-hour version be produced on film by Paramount Television Productions in conjunction with Sandy Howard Productions. Official plans to distribute the series this fall.

Mr. Shulke paints a rosy picture for the tape syndication business, provided the programs are satisfactory and technical quality is "high." At KTLA, he added, "we look on tape programs largely as a source of new business for our operation, though, of course, it helps provide programming for the station".

Activity at KCOP (TV) • KCOP (TV) Los Angeles, with four of its local program series already put into distribution in other markets, looks for this activity to become a major part of the station's operations, according to Henry R. Flynn, head of the KCOP syndication division. The station's four owners —Bing Crosby, George Coleman, Joseph Thomas and Kenyon Brown, KCOP president—are setting up the syndication activity as a separate corporation, which they will own equally as they do KCOP but which will be divorced from the station operation.

The quartet currently has 50-50 distribution arrangements with the producers of four programs now on KCOP and now also being offered for syndication. Jack Douglas Productions, for example, produces *Seven League Boots*, a filmed travel-adventure series. JDP and the Crosby-Coleman-Thomas-Brown combine jointly own Seven League Enterprises, formed to distribute *Seven League Boots*. First 13 episodes, with introductions which Mr. Douglas does live on KCOP now filmed like the rest of the program, were delivered early this month to Screen Gems, which will handle the national syndication of the series.

Similarly, the KCOP owners and Bill Burrud Productions have organized Wanderlust Sales Inc. to distribute the filmed *Wanderlust* series, also of a travel-adventure nature. The program, under the title *Vagabond*, has been sold to KNXT (TV) Los Angeles, and Guild Films is handling national sales. Other Burrud programs, *Treasure*, *Holiday* and *Animal Kingdom* also may be put into syndication by Wanderlust Sales, probably on tv tape.

KCOP is taping *Peoples' Court of Small Claims* under a cooperative distribution deal with George Mackensie, producer of the series of simualted courtroom actions, and has 23 of these programs on tape. Guild Films is doing the selling and the show is now on the air in eight markets outside Los Angeles — WNTA-TV New York, KMSP-TV Minneapolis, WGR-TV Buffalo, WHDH-TV Boston, KTNT-TV Tacoma, KLOR-TV Provo, Utah, KFMB-TV San Diego and WJAR-TV Providence.

Space Fiction • Guild Films is also syndicator of the *Adventure Tomorrow* science of the space age series of which KCOP now has about a dozen on tape, under the same sort of coopera-

LATEST RATINGS

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv report for 2 weeks ending April 18

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	Academy Awards	24,200
2.	Wagon Train	19,360
3.	Gunsmoke	17,864
4.	Rifleman	15,840
5.	Have Gun, Will Travel	15,664
6.	Ed Sullivan	15,092
7.	Bob Hope	14,916
8.	Danny Thomas	14,828
9.	Perry Mason	14,520
10.	Maverick	14,344

Rank		% Homes*
1.	Academy Awards	55.7
2.	Wagon Train	44.8
3.	Gunsmoke	41.2
4.	Rifleman	37.4
5.	Have Gun, Will Travel	36.2
6.	Bob Hope Show	34.9
7.	Ed Sullivan	34.8
8.	Danny Thomas	34.2
9.	Maverick	34.1
10.	Perry Mason	33.8

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	Academy Awards	20,284
2.	Gunsmoke	17,072
3.	Wagon Train	16,148
4.	Have Gun, Will Travel	15,004
5.	Rifleman	14,740
6.	Danny Thomas	13,860
7.	Real McCoys	13,024
8.	Father Knows Best	12,540
9.	Red Skelton	12,452
10.	Wyatt Earp	12,364

Rank		% Homes*
1.	Academy Awards	46.7
2.	Gunsmoke	39.4
3.	Wagon Train	37.4
4.	Rifleman	34.8
5.	Have Gun, Will Travel	34.7
6.	Danny Thomas	32.0
7.	Real McCoys	31.3
8.	Red Skelton	29.4
9.	Wyatt Earp	29.3
10.	Father Knows Best	29.2

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

Copyright 1959 A.C. Nielsen Co.

ARB

TOP 10 NETWORK PROGRAMS

Tv report for April 6-12

Rank		No. Viewers (000)
1.	Wagon Train	49,230
2.	Gunsmoke	46,570
3.	The Rifleman	41,870
4.	Perry Como	38,600
5.	Perry Mason	36,250
6.	Have Gun, Will Travel	36,240
7.	Chevy Show	33,960
8.	Real McCoys	33,700
9.	I've Got a Secret	33,320
10.	Danny Thomas	33,200

Rank		Rating
1.	Wagon Train	46.6
2.	Gunsmoke	44.4
3.	77 Sunset Strip	39.6
4.	The Rifleman	38.8
5.	Ernie Ford	35.6
6.	Perry Como	35.5
7.	I've Got a Secret	35.3
8.	Maverick	35.2
9.	You Bet Your Life	34.1
10.	Have Gun, Will Travel	33.8

Copyright 1959 American Research Bureau

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Academy Awards (NBC-187): Academy of Motion Pictures Arts & Sciences, April 6th 10:30 p.m.-12:15 a.m.

Perry Como (NBC-172): various sponsors, Sat. 8-9 p.m.

Father Knows Best (CBS-154): Lever Bros. (JWT), Scott (JWT), Mon. 8:30-9 p.m.

Gunsmoke (CBS-176): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-170): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-183): Bristol Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope (NBC-153): Buick (M-E), April 15, 9-10 p.m.

Maverick (ABC-136): Kaiser (Y&R), Drackett (Y&R), Sun. 7:30-8:30 p.m.

Perry Mason (CBS-148): various sponsors, Sat. 7:30-8:30 p.m.

Peter Gunn (NBC-182): Bristol Myers (DCS&S), Mon. 9-9:30 p.m.

Playhouse 90 (CBS-158): various sponsors, Thurs. 9:30-11 p.m.

Real McCoys (ABC-134): Procter & Gamble (Compton), Thurs. 8:30-9 p.m.

Rifleman (ABC-152): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

77 Sunset Strip (ABC-132): American Chicle, Carter Products, Whitehall (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

Red Skelton (CBS-171): Pet Milk (Gardner), S. C. Johnson (FC&B), Tues. 9:30-10 p.m.

Ed Sullivan (CBS-179); Eastman Kodak (JWT), Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Danny Thomas (CBS-194): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-180): National Biscuit Company (M-E), R. J. Reynolds (Esty), Ford Motor Company (JWT), Wed. 7:30-8:30 p.m.

Wyatt Earp (ABC-142): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Loretta Young (NBC-145): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

tive distribution arrangement with Dr. Martin Klein, producer of his series, as with the others. *Adventure Tomorrow* has been sold in San Diego, where it is now running on KFMB-TV, and negotiations are in progress for a multiple-market sale to a regional advertiser.

Mr. Flynn pointed out that the existing situation, with most major markets having one or more tv stations equipped with tv tape recorders but virtually no programs being offered them on tape by the film program production companies, has created a vacuum which can be filled by taped programs created and developed by individual tv stations but suitable for use on a broader than local scale. As head of KCOP's new syndication subsidiary, he said, his function will be to work with producers and arrange for the distribution of their programs, on tape or on film, either through existing syndication organizations or possibly with a sales force of his own. The foreign market seems to offer a good field for station programs, as well as other U.S. cities, he noted.

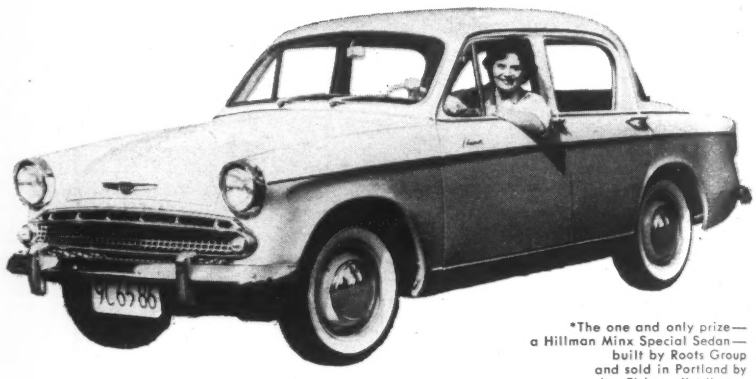
Activity at KHJ-TV • KHJ-TV Los Angeles taped the *Don Sherwood Show* when it was a weekly feature on the station and sold the tapes to KPIX (TV) San Francisco, handling the sale itself. KHJ-TV has tapes of the 90-minute talk and interview-and-music programs of Oscar Levant and his guests and is planning to extract program highlights and revamp them into 30-minute shows for syndication. The program's integrated local commercials, many of them delivered by Mr. Levant, would make complete tapes of the show unusable in other markets, so the editing is necessary, the station explained. KHJ-TV will probably hande its own syndication of the series, although this is not definite as yet.

Of the three network-owned tv stations in Los Angeles, NBC's KRCA (TV) and CBS's KNXT (TV) have no plans for syndicating any of their local shows. KABC-TV, ABC-owned station, has considered the idea, Selig Seligman, vice president and general manager, said last week.

Activity at XETV • Newest station entry into the program syndication arena is XETV (TV) Tijuana, just over the line from San Diego. Appropriately enough, its offering is a sports package of the Latin American game, jai alai (the series carries the same title). It's being distributed in the U.S. by Guild Films, which made its first sale to WNTA-TV New York (see above).

Jai Alai also is a taped show, and runs a full hour. The series is produced by Julian M. Kaufman, general manager of XETV, at the Fronton Palacio, the jai alai court in Tijuana.

DESIGN YOUR OWN EYE PATCH
WIN A FREE HILLMAN MINX!*



*The one and only prize— a Hillman Minx Special Sedan— built by Roots Group and sold in Portland by Joe Fisher, distributor. We'll deliver it to your door.

HERE'S HOW

Fill the adjacent blank page with an ad layout, including copy, that will convince your account executive, time buyer or advertising manager that the new combination of KGW-TV and the NBC-TV Network means greater sales and the most exciting television ever seen in Portland, Oregon. That's all there is to it. We call it TOTAL TELEVISION. You will, too.

Here's what you're selling:

1. KGW-TV the top station in Portland for Entertainment — News — Special Events — Sports — Personalities — Color. (And we are not keeping this leadership a secret. Bob Hope, Dinah Shore and friends are pitching in with promos. Newspaper, outdoor, direct mail and car cards spread the word.)
2. KGW-TV's Clear Picture and Sound—Big power—316,000 watts on Channel 8, with the highest powered transmitter available (100,000 watt) and low gain antenna. This means complete saturation coverage of Western Oregon and Southwest Washington.
3. This new combination of KGW-TV and NBC-TV produces TOTAL TELEVISION for Portland.

RULES (for some reason we've got to have 'em):

1. Neatness counts, but not much. Originality does.
2. Only bona-fide employees of advertising agencies are eligible (and no fair getting your secretary to help you).
3. The contest closes July 4 (a bang-up day). Entries may be submitted on that blank page over there that you've been wondering about (that's what it's there for), but you can use a layout pad if you want. Send it to KGW-TV, Broadcast House, Portland 5, Oregon.
4. Decision of the judges will be final — and that's final.

KGW-TV
Channel 8
Portland, Ore.

NOW! Get to work and win yourself a Hillman Minx

HANDY ENTRY BLANK

Send to KGW-TV, 1139 S. W. 13th, Portland 5, Oregon

NATIONAL RADIO SPOT ON UPGRADE

Top representative firms see climb, but say at worst it might be temporary and not last into fall; another "if" is the national economy

The downward curve in national spot revenue has bottomed out and is pumping its way upward again.

This is the report given by several top representative firms who see a revival of good radio business days from the national advertiser. But theirs is a cautious optimism predicated on these indeterminables:

That the obvious upturn does not turn out to be temporary and is sustained through the critical doldrum days and months of the summer and into the fall.

That the uphill pull of the nation's economy does not falter, permitting advertiser allocations to be flexible enough to consider radio spot along with other media expenditures.

Supplemental • This last factor was expounded upon by a time-buyer for a major advertising agency in New York. His prognostication: despite national spot radio's attributes as a medium, top advertisers with heavy investments in television and other media look to national spot basically as "supplementary" or "tertiary."

But the signs of an upturn are many and station representatives frequently recount them. These include:

• Expectation that Station Representatives Assn's. estimate for the first quarter of this year will lag "only slightly behind" that of the first quarter of 1958. In that quarter, national spot radio ran 2.5% ahead of the same period of 1957.

• Good local business signs being posted by radio stations throughout the country. This is seen as *prima facie* evidence that radio is selling its wares strongly and will succeed in attracting national business with its grass-rooted momentum.

• A consensus among time sales executives that March was a "fair" month but April and now May are progressively better. As for May, the reaction ranges from "a little better" than 1958 to a "record for May among our stations."

Automobile allotments for spot radio are holding up in the important spring months. One of the large representative companies reported that its Detroit office has "more than enough" automotive accounts for May.

The summer period, according to another top representative in the radio field, "will be above last summer." But a too-far-ahead projection trips the man with the crystall ball: "We are fighting on a month-to-month basis," says one executive.

In advertiser product categories, executives single out food products as showing signs of drumming up additional business. Automotives are hot at least until the summer. Tobaccos are strong (see Radio Advertising Bureau report on cigarette advertisers, page 46) and gasoline advertisers appear to be increasing their activity.

What dampens some of the enthusiasm: many of the markets around the country are not showing the same growth in national spot revenue as others. One reason may be late starts in national spot this year by some of the advertisers.

Only a partial list of advertisers active in national spot would include such top names as Tetley Tea, Texaco, Eskimo Pie, Eastern Airlines, Diamond charcoal briquets, Kelvinator, National Biscuit Co., Ford and Chevrolet.

Activity from soap advertisers—an important spending product category—has been weak this year, though Procter & Gamble and Colgate-Palmolive have been spot testing markets, and, one spokesman said, "If it catches hold, the field will explode for spot radio."

Where's Bottom? • Just where is the bottom in national spot? For the year 1958 itself, comparing each quarter, the bottom was in the summer—a period that traditionally shows a slump in advertising revenue—but the fourth quarter and lapping into January of this year actually was the "bottom" as viewed by those who keep a close watch on national spot business.

According to SRA's estimates, the fourth quarter of 1958 was 8% behind the same period in 1957 even though more than $44.5 million was placed in the medium. The second quarter comparison was not quite that severe—a 7.1% drop. The first two quarters of 1958 actually were up as compared to 1957 (a 6.7% gain was scored in the second quarter).

In general, February was pegged as

RAB's SWEENEY SRA's WEBB

In unison: slight lag won't prevent good year for radio

FIRST TIME IN SLOAN AWARD HISTORY

The Triangle Stations' "Hitch Horse Sense to Horsepower" traffic safety campaign has just been honored with two Sloan Awards in one year—the first time that any broadcaster has been so honored.

Added to previous Awards in 1949 and 1957, Triangle has won more Sloan Awards than any other broadcaster in America.

We are grateful for this recognition of our stations' continuing efforts to be good citizens in the communities we call home.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV,** Binghamton, N. Y. / **WLYH-TV,** Lebanon-Lancaster, Pa.

WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV,** Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM,** Fresno, Cal.

Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Tobacco spots up

A special study released last week by the Radio Advertising Bureau indicates that spot radio expenditures of leading cigarette companies in the first quarter of 1959 topped those of the comparable 1958 period by more than 6%.

The study, conducted for RAB by Executives Radio Research Service, is a measurement of radio's activity in the top 100 markets. It reveals that the top spender for the quarter was Liggett & Myers with $1.4 million, followed by R. J. Reynolds Tobacco Co., $900,000; P. Lorillard, $660,000; American Tobacco Co., $600,000 and Philip Morris, $400,000.

the month in which national spot business appeared to "come back." It has been showing signs of a continuing climb ever since.

SRA's estimates for the first quarter of this year are expected to be reported this week or next. According to Lawrence Webb, SRA's managing director, the totals should be "lagging slightly behind the year 1958." But, he told a luncheon meeting of the Nebraska Assn. of Broadcasters Friday (May 15): "There are strong indications that year end figures will show another banner year."

RAB President Kevin B. Sweeney only two weeks ago appeared to sound the enthusiastic note: national business, he said, was sluggish but his national sales department forecasts a substantially better half with a clear gain over the second half of 1958.

Mr. Sweeney also took the occasion to report on local billing which he said would be responsible for swelling the total radio revenue this year (BROADCASTING, May 11).

Tv co-op market

More than two out of three manufacturers that offer tv co-op materials furnish tv film commercials to their dealers, Television Bureau of Advertising summarized in an announcement today (May 11) of its second annual edition of "Manufacturer Cooperative Television Plans and Dealer Aids."

The 1959 co-op catalogue covers 370 listings of which 249 companies offer film commercials. Designed primarily as a sales tool for TvB member stations, the book is available to manufacturers, wholesalers, retailers and advertising agencies at $8.50 per copy.

PETROLEUM'S POWER IN TV

Gas-oil budget last year: $26.5 million

Television is getting a greater share of its "fuel" (gross time purchases) from gasoline and oil companies.

So says Television Bureau of Advertising in reporting gasoline and oil company investments in time (at gross rates) totaling $26,538,400 in 1958, or an increase of 9.3% over 1957.

The gasoline-oil advertisers in 1958 spent 9.2% more in spot tv and increased 9.5% in network as compared with the previous year.

The TvB study of the petroleum product group in tv found the gains (1958 vs. 1957) in the tv medium to be greater than for other media. Magazines was the only other medium to show an increase (4.1% in 1958 over 1957 in gasoline and oil advertising expenditures, newspapers suffering a decline of 4.1% and outdoor a drop of 8.2% from its total for the previous year.

Tv Near Print Level • In total expenditures in various media, the petroleum advertisers' $26.5 million gross billing in tv ($23.4 million in spot and $3.1 million in network) comes close to the advance estimate of the newspaper advertising field of a $29 million investment in newspapers in 1958.

Of the petroleum "majors" ($1 million or more spent in tv last year) Shell Oil topped the list of 10 advertisers, chalking up an investment that was 64% above what it spent season before last (1956). In the percentage gains (1958 vs. 1956), Sunoco was the leader with a fantastic 3,027% increase in the two-year hop. Other standouts in the rate of expenditure increases: Atlantic Oil & Refining, Phillips Petroleum and Standard Oil of Calif.

Million Dollar Drive—Major Petroleum Advertisers in Tv

	1956 (Add 000)	1957 (Add 000)	1958 (Add 000)	% Change '58 vs. '56
ATLANTIC OIL & REFINING	$ 475.8	$ 857.8	$1,144.3	+ 141%
ESSO STANDARD OIL	2,190.8	3,649.1	2,338.9	+ 7%
PHILLIPS PETROLEUM	618.6	1,372.3	1,595.1	+ 158%
SHELL OIL	2,000.2	2,993.1	3,272.4	+ 64%
STANDARD OIL (California)	474.4	600.7	1,004.1	+ 112%
STANDARD OIL (Indiana)	1,417.6	1,648.5	1,621.0	+ 14%
TEXAS CO.	1,053.4	2,225.1	1,860.5	+ 77%
SUNOCO	63.0	80.1	1,970.2	+3,027%
SOCONY MOBIL OIL	1,228.7	1,515.5	1,711.2	+ 39%
GULF	2,320.8	1,280.0	2,465.0	+ 6%

Source: Spot Tv; TvB-Rorabaugh; Network Tv; LNA-BAR

Gasoline & Oil Totals in Various Media

	Newspapers	Magazines	Outdoor	Spot Tv	Network Tv	Total Tv
1956	$32,357,000	$11,010,955	$19,235,075	$15,372,000	$4,198,000	$19,570,000
1957	30,224,000	12,430,525	20,942,430	21,426,000	2,861,400	24,287,400
1958	29,000,000*	12,937,093	19,217,213	23,406,000	3,132,400	26,538,400

Source: Newspapers: "Expenditures of National Advertisers in Newspapers" (1956, 1957, gross space costs only)
*Advance Estimate by Bureau of Advertising, ANPA
Magazines: PIB (gross space costs only)
Television: Spot Expenditures: TvB-Rorabaugh
Network Expenditures: LNA-BAR
(gross time charges only; does not include production costs)
Outdoor: Outdoor Advertising Inc.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., May 7	Playhouse 90 (9:30 p.m.)	CBS-TV	22.3
Fri., May 8	77 Sunset Strip (9:30 p.m.)	ABC-TV	22.7
Sat., May 9	Gunsmoke (10 p.m.)	CBS-TV	25.4
Sun., May 10	Alfred Hitchcock Presents (9:30 p.m.)	CBS-TV	23.8
Mon., May 11	Ann Sothern (9:30 p.m.)	CBS-TV	25.6
Tue., May 12	Rifleman (9 p.m.)	ABC-TV	27.3
Wed., May 13	Wagon Train (7:30 p.m.)	NBC-TV	31.8

Copyright 1959 American Research Bureau

PETER POTTER'S JUKE BOX JURY

Living Tape®

Look! Fred Astaire, Dean Martin, Debbie Reynolds. A local market advertiser never had it so great. That's right! You've got it great...up-to-date and with all the sock appeal of live-quality, network quality! That's Juke Box Jury on NTA Living Tape. Peter Potter brings it all to your market now—tuneful, upbeat star-stacked 'sell' like you've never seen it before, unless you've seen it on Living Tape.

Contact NTA Program Sales, a division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York, JU 2-7300

NTA PROGRAM SALES

STARS WHO HAVE APPEARED ON PETER POTTER'S JUKE BOX JURY:

FRED ASTAIRE
MILTON BERLE
CORINNE CALVET
LINDA DARNELL

YVONNE DE CARLO
JERRY LEWIS
JANE RUSSELL
DEBBIE REYNOLDS
DEAN MARTIN

*Used as a service mark by NTA

ELGIN MARCHES BACK UP SALES HILL

Short-term network tv buys, spot radio-tv aid market strategy

Heavy investment in short-term tv network programs, supported by national radio and tv-radio spot, are proving to be a successful media mix for one modest-budget advertiser—Elgin National Watch Co., Elgin, Ill.

Elgin reports an 81% increase in unit orders and 40% increase in dollar volume for all products for January-February this year over the same period of 1958. The gains include Elgin's new jeweled watch line.

The company has diverted about 80% of its estimated $1 million-plus budget to broadcast media (primarily network tv) and will siphon off more —thanks to the gratifying results of the short saturation campaigns placed through J. Walter Thompson Co. late last year.

Low Price Scramble • Elgin has geared itself competitively for Bulova, Benrus and Timex, with much of the activity concentrated in the lower-priced ($20-$30) field.

Once a $2.5 million spender in national advertising, Elgin's budget dropped 1955-57. But with sales up about 12% last year, it has earmarked more advertising money for 1959—perhaps as much as $1.8 million. Radio and tv will derive at least two-thirds, according to an estimate.

Among the ingredients in Elgin's comeback story: close cooperation among client and agency representatives; a reappraisal of the watch industry (with intensive market research); careful broadcast buys; aggressive promotion and merchandising, and creative commercials.

Heading the JWT contingent are Sherril Taylor, radio-tv group head; Richard Hyland, associate media director; George Dibert, Elgin account supervisor; Jack Baity, account executive. Broadcast activities are channeled upwards to John E. Mosman, vice president ad radio-tv director, responsible for programming, and through John DeBevec, vice president and media director. Creative activities are handled by Mark Forgette, manager, radio-tv department, and Hooper White, producer of Elgin's well known baby and "Ed and Joe" commercials. They work closely at Elgin with S. D. Moorman, vice president in charge of marketing, and Gordon Howard, advertising manager.

Marking It Count • Says JWT's Mr. Taylor: "The most significant thing about Elgin's experience is that it shows what can be done by an advertiser with a medium-sized budget." He cited the purchase of CBS-TV's *Playhouse 90* segments this past March ("For Whom the Bell Tolls") and ABC-TV's *American Bandstand* as examples of "the show, prestige, merchandisability and client enthusiasm—all these pluses." CBS-TV network promotion and publicity tie-ins with dealer efforts for the Ernest Hemingway classic also were cited.

After a modest start in magazine advertising in 1903, Elgin turned to radio in the early 1930s with Floyd Gibbons' *Adventurers' Club*, Kay Kyser, Benny Goodman and others, including a radio "spectacular" during the Thanksgiving-Christmas holiday season in World War II. It went into network tv in 1948 with *The Elgin Hour* (alternating with U.S. Steel) and into Edward R. Murrow's *Person to Person* in 1953.

Elgin switched its account to Young & Rubicam in 1951, returning to Thompson in early 1956, but stayed out of broadcast media pending a reappraisal of advertising strategy. (Actually, JWT had handled the Elgin account for nearly 30 years save for 1950-55.)

Hurt by the influx of Swiss imports and low-priced non-jeweled watches after 1950, Elgin watched its share of market hit a low point in 1957 (reportedly below 10%) and set about with JWT to recoup its lost business.

Setting the Stage • The strategy called for market research (dealing with water- and shock-proof watches), controlled and broadened distribution, greater appreciation of dealer problems, a re-establishment of its "corporate personality," a desire to be "more competitive," an expansion of price ranges, improvement in product line and packaging features, a more direct pitch to the nation's youthful consumers and an aggressive advertising approach.

This set the stage for Elgin's excursion into short-term network and spot tv buys during the 1958 Thanksgiving-Christmas holiday season (which normally brings 60% of all watch sales). The network buys were supported by spot tv-radio buys in several major markets.

Elgin's Mr. Moorman said, "we believe, with the agency, we have the kind of product that can be demonstrated on television and can leave an impression on people apt to result in sales. We know that our own business for November-December was substantially ahead of 1957." He con-

MESSRS. BAITY, HYLAND, TAYLOR, CBS-TV ACCOUNT EXECUTIVE BOB SCHROEDER

. . . talk over CBS-TV's "Rawhide," current Elgin sales vehicle

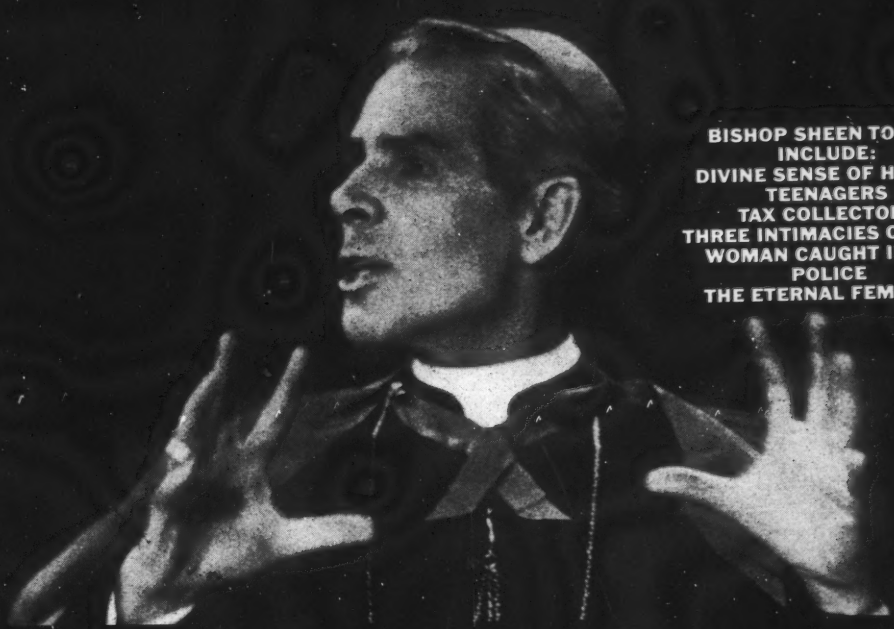
THE BISHOP SHEEN PROGRAM

Living Tape®

"nothing we have done in the 36 years we have been in business has caused as much comment"—Roy W. Larsen, President, Twin City Federal Savings and Loan Association, Minneapolis. That's how Bishop Sheen always says it—with results! Now Living Tape says that all the persuasive brilliance of this dynamic personality can come alive on local stations for sales minded advertisers everywhere. The Bishop Sheen Program on NTA Living Tape.

Contact NTA Program Sales, a division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York, JU 2-7300

NTA PROGRAM SALES



BISHOP SHEEN TOPICS INCLUDE:
DIVINE SENSE OF HUMOR
TEENAGERS
TAX COLLECTORS
THREE INTIMACIES OF LOVE
WOMAN CAUGHT IN SIN
POLICE
THE ETERNAL FEMININE

Used as a service mark by NTA

tinued, "We think the best guide on the movement of goods is reflected in the return of warranty cards from purchasers. Our business in December in retail was over 10% ahead of that month in 1957. We also believe our sales increase was higher than the industry increase for the month, indicating an extraordinary response on our baby commercials. Moreover, retailers' inventories as of early 1959 were down by 20% from early 1958." (Returned warranty cards, it is understood, approximate about 20%.)

Flexible Tv Networks • Mr. Moorman noted that network tv now is more flexible than, say, two years ago and should strive to "help seasonal opportunities for seasonal advertisers, reflecting our position that we shouldn't be committed to buy 26, 39 or 52 weeks."

Of radio, Elgin's Mr. Howard says: "It has had an important impact on our advertising. It is probably not a major medium for us but we can see

MR. HOWARD

MR. MOORMAN

in several instances where it would be a good supplementary medium." In Milwaukee during NBC radio's *Monitor* and *News on the Hour* schedules last Dec. 8-12, he recalled, local salesmen managed to acquire large orders from local jewelers, giving the high frequency radio effort considerable credit.

Mr. Howard added that dealer demand for radio scripts has been "excellent" and estimated more jewelers are utilizing or considering local radio.

As a result, Elgin may intensify its own advertising promotion efforts along this line, he said.

The desire to appeal to the teenager and the "bargain-minded" adult runs throughout Elgin's broadcast media strategy, as reflected in its current four-week use of CBS-TV's *Rawhide*, participations on Dick Clark's *American Bandstand* on ABC-TV, and just recently a schedule of local air personalities (four to five weeks) on 20-35 key power radio stations.

Getting Its Share • Basis for the new strategy at Elgin (which has sold some 58 million watches since 1864) is simple, according to Mr. Moorman. It wants to capture its share of a market he describes as relatively untouched with "tremendous growth potential."

Statistics provided in a market study conducted by the Jewelry Industry Council (comprising dealers) in 1957 show that about eight million jeweled watches are sold annually in the U.S. —67% purchased as gifts, with men accounting for 60% of all sales. Elgin emphasizes, in pointing the trend to lower-priced watches, that 40% of all watches sold the last two years cost less than $30—and that 60% of those acquired by teenagers and 42% of those by adults fall in the same category.

RADIO PREVIEW:

Fertilizer fun • Bandini Fertilizer Co. revived some of the personalities of radio's golden era of yesterday to sell its product with the light touch. These included Bert Gordon (The Mad Russian), Jimmy Wallington, June Foray and Vick Knight. About 125 spots are being placed on eight radio stations in the Southern California area by Davis, Johnson, Andersen and Colombatto, Los Angeles agency for Bandini. Here's one typical script:

THE MAD RUSSIAN AND ANNOUNCER

(SOUND: Crowd walla-walla b.g.—fade for)
ANNOUNCER: Ah! Here is Comrade Petrovich, the Russian delegate who recently stood up before the Assembly and said:
MAD RUSSIAN: How do you do!
ANNOUNCER: Comrade Petrovich, what do you think of new Bandini FUN . . . the spectacular new fertilizer that keeps lawns greener, but gives you fewer grass clippings by eliminating top growth . . .
MAD RUSSIAN: In Rossia, we are always eliminating top growth!
ANNOUNCER: Yes, I-uh see, but in Russia have you a fertilizer like Bandini FUN, in the pink bag?
MAD RUSSIAN: In Rossia, everything in pink bag.
ANNOUNCER: Well, you certainly haven't anything like Bandini FUN . . . it feeds everything that grows . . . lawns and plants . . .
MAD RUSSIAN: In Rossia, we are in-venting planting.
ANNOUNCER: You invented planting? Amazing! And what do you plant in Russia?
MAD RUSSIAN: Each other.
WALLINGTON: Thank you, Comrade Petrovich. And folks, try new Bandini FUN lawn food. New Bandini FUN keeps lawns greener . . . but gives you fewer grass clippings because Bandini FUN eliminates heavy top growth. Try Bandini FUN this weekend, and remember . . .
GIRL: Bandini is the word for fertilizer.

Belittling little cars • To counter the barrage of midget car advertising in Southern California, one of the happy hunting grounds for the sellers of small imported sports cars, Leo Rule Oldsmobile Co., Compton, Calif., has been getting good response from a commercial, created by Maryalyce Rivard of Columbia-Pacific Adv. Agency, Long Beach, Calif., and broadcast on KPOL Los Angeles. It is in a vein similar to certain natural advertising that advocates full-size cars for full-size people. The Leo Rule commercial:

(Open with ringing of phone in background.)
MAN: Hello . . . Double Bubble Car wash . . . who? . . . Oh, Hi Charlie. OK, just a minute I'll check . . . (off mike) Hey, Cuthbert, is that little red sports car through the wash rack yet? Whatta you mean, what little red sports car . . . that little red one Charlie brought in this morning. Whatta you mean you can't find it? Look behind some of the big cars . . . Oh, you did?
(Back to phone) hold on Charlie . . . (off mike again) Cuthbert, I hate to even think of it but did you look in the bottom of the wash rack? . . . it is? (groans) well, get the chain and tow it out of there again . . . (back to phone) we found it Charlie . . . Say, Charlie, Cuthbert says why don't you break down and get a regular car . . . This little one keeps slippin off the rack. . . .
(Merry Oldsmobile tag down and under . . .)
SULTRY WENCH: Cuthbert's right, honey . . . Little cars are cute for little boys . . . But you deserve a man-sized car . . . Why not see Leo Rule Oldsmobile, 505 South Long Beach Blvd. in Compton? . . . That's the home of the golden rule plan . . . You know about the golden rule, honey . . . Do unto others as you'd like to have them do unto you . . . Now you can't beat an arrangement like that, can you? That's Leo Rule Oldsmobile . . . come on down and get that "Olds feeling."

Michigan ad topics: research, marketing

Advertisers have been warned by an agencyman that they are going to have an increasingly hard time probing the minds of the public. Charles F. Rosen, executive vice president of W. B. Doner & Co., Detroit, made this prediction at the U. of Michigan's Advertising Conference Thursday (May 14). He said, "Considerable exposure to the techniques of the psychological researchers has tended to make the consumer relatively immune. No matter how cleverly worded our questions or how innocently our association tests appear, we must soon face the fact that consumers are 'wise' to us. We may soon be getting answers no one will be able to explain."

In another address, G. Maxwell Ule, marketing vice president, Kenyon & Eckhardt, said a "marketing elite" is emerging in American business management. He said the new marketing concept will give sharper definition to the specific role of advertising by measuring the amount of advertising needed to meet marketing objectives. He contrasted the marketing concept, where business adjusts to the market place, to the "production concept" where a business adjusts outside forces to its production capacity.

TRIPLE EMMY AWARD WINNER
OPEN END-DAVID SUSSKIND

Living Tape

The critical acclaim has been fantastic—story after story in the New York press and in national magazines such as Life, Time and Newsweek. Viewer response, amazing—thousands upon thousands of congratulatory letters citing program after program. Advertiser reaction, terrific—with Sutro Brothers of the New York Stock Exchange and Helena Rubinstein offering strong sponsor substantiation. Now three Emmy Awards punctuate OPEN END's power to focus vast and important new audience interest in your direction. It's OPEN END WITH DAVID SUSSKIND—for the station and advertiser who dares to be different... dares to be better. It's OPEN END...vibrant...intimate, living reality on Living-Tape.

Contact NTA Program Sales, a division of National Telefilm Associates, Inc., Coliseum Tower, Ten Columbus Circle, New York 19, New York, JU 2-7300

NTA PROGRAM SALES

DAVID SUSSKIND'S VARIED GUEST LIST INCLUDES:

HELEN HAYES
ARTHUR GODFREY
HARRY BELAFONTE
SHELLEY WINTERS
ABBA EBAN
DOROTHY PARKER
NORMAN MAILER
TRUMAN CAPOTE
PAT WEAVER
RISE STEVENS
HARRY GOLDEN
WALTER SLEZAK
ABE BURROWS
SIDNEY POITIER
FAYE EMERSON

Used as a service mark by NTA

SELLING IN '70
Consumer's profile to differ greatly

By 1970, that important American, John Q. Buyer, will be spending most of his money on what he wants to, not what he has to.

Roy E. Larsen, president of Time Inc., speaking May 7 at the Advertising Club of Minneapolis, made this prediction on the basis of estimates by *Fortune* magazine editors of the U.S. economy a decade hence.

While the great change in income distribution five years ago, he said, was the "emergence of the big, middle-income group" (cash income of $4,000-7,000 a year after taxes), the fastest gain since has been made by the top group ($7,500 or more a year after taxes). This top group, said Time Inc.'s president, now includes better than "one family in five."

By 1970, say *Fortune's* editors, this group will have doubled—in terms of 1959 purchasing power—and this increase will be entirely at the expense of the lowest group.

U.S. Revolution • Because, continued Mr. Larsen, $4,000 a year is "roughly the point at which family discretionary spending begins, these changes in income distribution will revolutionize the U.S. consumer market, and the key to the revolution will be continuing widening choice."

This income shift has begun and will continue to destroy social barriers, argued Mr. Larsen: "the man at the wheel of a sports car or on the beach at Miami may be a millionaire or he may be a carpenter; it is no longer easy to tell."

A second major prediction made by Time's top executive was that "competition *between* industries . . . will be just as intense as competition now is *within* industries." With more money available in the hands of more people, he reasoned, "Buicks and Lincolns will be competing not just with Ramblers and Volkswagens, but with power boats, European vacations, larger homes and stereophonic sound."

Mr. Larsen began his talk by rebutting the book, *The Affluent Society*, by Harvard U. Professor John Galbraith. Prof. Galbraith, said Time's president, talks of our country's making "a materialistic Mammon-God out of production," and concludes that "as a consequence of high production, the advertising industry must go busily about inducing people to want what has been produced."

Wrong Notion • "However," stated Mr. Larsen, "the notion that advertising can create desires for goods, simple because those goods have been produced and need to be moved off the shelves, is one that even the smallest advertiser or advertising agency might wish were true but they know is tommyrot."

Mr. Larsen ended on a highly optimistic note: "Members of the free world look to the American economy as the guide-star for their own higher aspirations. It was we who created the concept of higher expectations for humankind, who exported that concept and who have the means, the skill, the know-how to make it evolve into a worldwide reality."

In addition to *Time*, *Life* and *Fortune* magazines, Time owns the following stations: KLZ-AM-TV Denver; WTCN-AM-TV Minneapolis; WFBM-AM-TV Indianapolis; WOOD-AM-TV Grand Rapids, Mich., and KDYL-AM-FM and KTVT (TV) Salt Lake City.

FC&B's Stern asks thorough ad research

There is "far too much emphasis" on the cost-per-thousand formula and most comparisons among media "only scratch the surface," an agency executive charged last week.

It is also "very dangerous or misleading" to generalize in the area of sponsor identification, Edward M. Stern, vice president and media manager of Foote, Cone & Belding's Chicago office, told a meeting of the American Legion Advertising Post in Chicago. Actually, he asked, who knows just what sponsor identification really means?

Mr. Stern acknowledged his agency "doesn't have the answers yet, but we are sure we will have to probe deeper than simply combining data from Nielsen and Trendex."

Discussing "Tv Ratings, and How's Your Cost Per Thousand?" he said that much of the media research information available today is not used and that media do not have unlimited funds for research. For that reason, he suggested they check with agency media and research departments "before they embark on studies that may be totally rejected because of poor techniques." In fact, they ought to consult the Advertising Research Foundation's technical committee when considering a major research project.

Mr. Stern observed that advertising problems are not "exercises in mass statistics" but efforts to change consumer attitudes and actions. "It is not enough in media planning to solve the problem of directed coverage," he warned. "We must devise a strategy that will effectively communicate the ideas and feelings we want to register."

WLOF-TV winner of Seven-Up contest

WLOF-TV Orlando, Fla., and nine other tv stations have been named winners of a contest conducted by J. Walter Thompson's Chicago office and Seven-Up Co. for station promotion managers.

The contest was set in motion by the agency's broadcast exploitation specialists. It was designed to promote product sales and the client's ABC-TV *Zorro* series among network affiliates. Promotion managers were asked to push *Zorro* and "Freshup Freddie" as a salesman by preparing presentations based on merchandising aids for the soft drink. It was held March 9-April 10. (Since it got underway, Seven-Up announced it is dropping *Zorro* for the 1959-60 season.)

Other station winners were KUAM-TV Agana, Guam; KID-TV Idaho Falls, Idaho; KHSL-TV Chico, Calif.; WFAA-TV Dallas, Tex.; KMMT-TV Austin, Minn.; WSOC-TV Charlotte, N.C.; KOCO-TV Oklahoma City, Okla.; KONO-TV San Antonio, Tex.; WTVC (TV) Chattanooga, Tenn., and KWTX-TV Waco, Tex.

The agency and client reported receiving about 65 entries—representing slightly less than half the ABC-TV affiliates carrying *Zorro*. Some station promotion managers refused to participate because of station policy against entering merchandising-promotion-exploitation contests, a practice frowned on by the Broadcasters' Promotion Assn.

In a brochure to promotion managers, J.M. Thul, advertising manager of Seven-Up, explained the contest this way: "From our standpoint, we want to sell more Seven-Up and help our developers sell more Seven-Up. We also think that many of you want to help us do that, too, through the medium of our *Zorro* purchase where "Freshup Freddie" receives his greatest—pardon the word—exposure. With a little imagination on your part and the materials we will send you, we think it will be possible to create an important broadcast promotion case history. . . ." He stressed "ideas and imagination" would count most, "not the dollars invested in preparing the entry."

Every station promotion chief received a bronze Seven-Up bottle opener for participating, but the winner WLOF-TV profited the most. Promised was (1) a $500 expense account, authorized through the Diners' Club, and (2) "an individual market station image research study" to be underwritten by the Seven-Up Co. and undertaken by Seymour Smith Assoc., New York market research counsel. Mr. Thul promised the study would be "con-

"It just hit me! -- WCIA is the 46th* tv market!"

A true AREA market located with transmitter approximately 129 miles from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in 54 wealthy, industrial, and rich black-soil counties.

Five metropolitan markets (BLOOMINGTON, CHAMPAIGN-URBANA, DECATUR, DANVILLE, and SPRINGFIELD) plus 1,912 cities and villages create a larger market than offered by twenty-one states and territories such as Arizona, Arkansas, Colorado, or Oregon.

*Television Magazine, Dec. 1958

WCIA

CHAMPAIGN, ILL.

CHANNEL 3 CHAMPAIGN

CBS OFFICIAL CBS OUTLET for CHAMPAIGN URBANA BLOOMINGTON SPRINGFIELD DECATUR DANVILLE

George P. Hollingbery, Representative

IDEAS IDEAS IDEAS

GIMMICKS PRODUCTION FEATURES CONTESTS SALES AUDIENCE

THIS MAY BE THE MOST PROFITABLE DISC YOU'LL EVER SPIN!

From Top-Rated Stations Coast to Coast . . .

the SUCCESSFUL IDEAS

that INCREASE AUDIENCE AND PROFITS

Send now for your audition package of Radio Recorders new Audio Air-Check Service. Containing an expanded profile of five of the nation's most aggressively programmed stations . . . WNEW, KFWB, WHB, KNX, WOR . . . it lets you hear for yourself how easily you can now keep up with the best in radio throughout the year.

This new low-cost service brings you the programming ideas that work . . . the features major stations are using *today* to build audiences and increase sales. These are *proved* ideas you can duplicate with your own staff.

Each Audio Air-Check is completely indexed to give you an accurate profile of the nine different top-flight stations monitored every month. With Radio Recorders Audio Air-Check Service you can keep abreast of each shift in sales strategy, programming gimmicks, ad formats. It's all yours right while it's happening . . . available to you exclusively in your market . . . at a price you can easily afford.

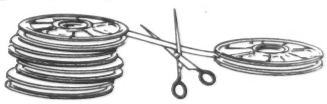
Hear for yourself. The special Audio Air-Check Audition Package is available now at $15 per copy. If your order for the complete service is received within 20 days, the $15 will be credited to your first quarter's subscription.

The first order received for the Audition Package from each market reserves the exclusive subscription service for a 10-day examination period. So send your check *now.*

Here's the key to ratings and sales . . . the only complete source of proved broadcasting ideas across the nation. If you want to lead in your market, send right now for the special Audition Package of Audio Air-Check Service.

Every month 36 hours of top-rated programming is recorded from 9 different stations . . .

. . . skillfully edited to give you only the outstanding audience-building, sales-producing ideas . . .



. . rushed to you every 10 days on a 12" double-face LP.

SEND THIS COUPON NOW!

. . WIRE . . WRITE . . OR PHONE . .

for your Special

Audio Air-Check AUDITION PACKAGE

MP-TV SERVICES, INC., National Distributor
Radio Recorders Audio Air-Check Service
7000 Santa Monica Blvd., Hollywood 38, California

B-5 9

Please rush the SPECIAL AUDITION PACKAGE of your new Audio Air-Check Service and reserve the exclusive subscription in this market for a ten-day period.

_____ Enclosed is my check for $15.

_____ Send informational brochure.

NAME_____

POSITION_____ STATION_____

ADDRESS_____

CITY_____ STATE_____

fidential," with neither Seven-Up nor ABC-TV being permitted "to see these results."

Thompson's Chicago office has long pioneered in broadcast program and product exploitation for its clients. At one time JWT maintained a station relations representative for field activities. Two years ago, it held a similar contest for promotion managers of CBS radio affiliates involving Weco Products (Dr. West toothbrushes) and Arthur Godfrey's morning show.

Second and third prizes for station promotion managers were Polaroid cameras, plus "Freshup Freddie" plaques, while six others will receive battery-operated transistor clock radios. Secretaries won Bonwit imported soap.

Borden's commercial wins Blair radio poll

Borden's instant coffee, through Doherty, Clifford, Steers & Shenfield, New York, emerged the winner of the latest best radio commercial poll conducted semi-annually by John Blair & Co., radio station representative, New York.

With nine of the top ten winners rated as volume-sellers in the supermarket field, the poll results indicate the extent advertisers are using radio to stimulate sales in supermarkets, according to Arthur H. McCoy, executive vice president of John Blair & Co.

Following closely behind Borden's in the poll were the commercials for Chesterfield (McCann-Erickson), Clark Gas (Tatham-Laird), Tetley Tea (Ogilvy, Benson & Mather) and Oasis Cigarettes (McCann-Erickson). Others in the top ten, listed alphabetically, were: Alka-Seltzer (Wade Adv.), Budweiser (D'Arcy), L&M cigarettes (Dancer-Fitzgerald-Sample), Piel's beer (Young & Rubicam) and Zee Paper products (Cunningham & Walsh).

In announcing the results Mr. McCoy pointed out the value of assigning creative personnel to the development of spot radio commercials. In addition to the continued popularity of catchy music and lyrics in commercials, he noted a rise in commercials built on situation-dialogue or humorous characterization. Also, sounds used to identify and dramatize the character of products, or of users, illustrate the effective use of image builders, he said.

• Business briefly

Time sales

The Many Loves of Dobie Gillis (CBS-TV, Tues., 8:30-9 p.m.), which has its debut next fall, will be presented by the Pillsbury Co., Minneapolis, and Philip Morris (Marlboro cigarettes), N.Y. Agency for both advertisers: Leo Burnett, Chicago.

• The Noxema Chemical Co., Baltimore, will be an alternate-week sponsor of *Love and Marriage* (NBC-TV Mon. 8-8:30 p.m.) when the situation comedy series has its debut Sept. 21. Agency: Sullivan, Stauffer, Colwell & Bayles, N.Y.

• The Aluminum Co. of America, Pittsburgh, through Fuller & Smith & Ross there, and the Goodyear Tire & Rubber Co., Akron, through Young & Rubicam, N.Y., have renewed *Alcoa Theatre* and *Goodyear Theatre* respectively. The shows are scheduled to alternate in their accustomed slot over NBC-TV next season (Mon. 9:30-10 p.m.).

• Kimberly-Clark Corp. (Kleenex, Delsey products), Neenah, Wis., buys co-sponsorship of CBS-TV's *Wanted, Dead or Alive* for the 1959-60 season, Sat., 8:30-9 p.m. EST. It previously bought network's *Twilight Zone*, Fri., 10-10:30 p.m. EST. (Co-sponsors: Brown & Williamson for *Wanted* and General Foods for *Twilight*.). Agency for Kimberly-Clark: Foote, Cone & Belding, Chicago.

• The U.S. Brewers Foundations Inc., N.Y., on June 1 will present an hour-long ice skating special over NBC-TV (Mon., 10 p.m.). Taped in Hollywood and produced and directed by Alan Handley, *Summer on Ice* stars Rosemary Clooney, Tab Hunter, Tony Randall and the entire cast of "Ice Capades of '59." It pre-empts *The Arthur Murray Party* for the one night. Agency: J. Walter Thompson, N.Y.

• Hills Bros. Coffee Inc., San Francisco, will sponsor *Bat Masterson* on western stations of NBC-TV for 52 weeks beginning Oct. 1. Agency: N.W. Ayer, Philadelphia, which previously ordered *Masterson* for Sealtest Foods Div. of National Dairy Products, Philadelphia, covering 116 NBC-TV stations in Sealtest markets.

• The William Wrigley Jr. Co., Chicago, effective June 29 has renewed *Just Entertainment* (CBS Radio Mon.-Fri. 2:15-2:30 p.m.). The 52-week buy is said to involve more than $1 million in net billings. It will be the show's fourth year for Doublemint gum. Agency: Erwin Wasey, Ruthrauff & Ryan, Chicago.

• The Drug Research Corp. (Regimen tablets), N.Y., on May 20 begins a 13-week sponsorship of *Keep Talking* (CBS-TV Wed. 8-8:30 p.m.). Agency: Kastor, Hilton, Chesley, Clifford & Atherton, N.Y.

• P. Lorillard Co., N.Y., has renewed its alternate-week sponsorship of *The Arthur Murray Party* which moves into a new time slot on NBC-TV next fall (Tues. 9-9:30 p.m.). Agency: Lennen & Newell, N.Y.

• Esso Standard Oil Co., N.Y., will sponsor *The David Niven Show* (NBC-TV Tues. 10-10:30 p.m.) on June 9, June 23, July 7 and July 21. Products advertised on the dramatic anthology series will be household oils and waxes and Flit insecticide. Agency: McCann-Erickson, N.Y.

• B.T. Babbitt Inc., N.Y., on Wednesday (May 20) begins a three-week spot campaign on NBC Radio. Over 75 spots are to be used on Wednesday, Thursday, and Friday, adjacent to news broadcasts, promoting new Savoy car shampoo and Cameo copper cleaner. Agency: Brown & Butcher, N.Y.

Agency appointments

• Colgate-Palmolive Co., N.Y., and Cunningham & Walsh there, officially parted company last week, with Super Suds, C&W's lone C-P account transported to Street & Finney Inc., N.Y. The somewhat-under $500,000 Super Suds billings are said to bring to approximately $5 million the amount of C-P business at S&F.

• Fulham Bros. Inc. (seafood processor), Boston, names Charles F. Hutchinson Inc. there to handle its 4 Fisherman products.

• Borg-Warner Corp., Chicago, appoints Clinton E. Frank, same city, to handle estimated $1.5 million corporate account, succeeding J. Walter Thompson Co. B-W has been relatively inactive in broadcast media.

• Alexander's Markets, Southern California chain, appoints Compton Adv. Inc., L.A., for radio-tv advertising.

• Cherry Brand Meat Packing Co. (fresh, frozen meats), Chicago, appoints Powell, Schoenbrod & Hall, same city. A test campaign, being developed for the Chicago area, may include broadcast media.

• State Street Council, Chicago, appoints Doyle Dane Bernbach, that city, to handle its account, first to be assigned to the agency's new Chicago office. Radio may be used. The account formerly was handled by Fletcher Richards, Calkins & Holden.

• Also in advertising

• Northam Warren Corp. (cosmetics), Stamford, Conn. and its agency, Doyle Dane Bernbach, New York, last week announced they would part on June 8. The account bills about $1.7 million

Conversation over June Dairy Month recipes inspires quick trip to nearest dairy case.

Ushering in Dairy Month • "All over America . . . something wonderful is happening. It's June!" The white dots on the tv screen get larger and brighter, revealing a three-dimensional map of the U.S. The music tells you it's June, a special month for dairy products in the U.S.A.

The special effects introduce American Dairy Assn.'s new 60-second commercial which will first be seen May 30 on *The Perry Como Show*, as well as on that program each Saturday in June.

With Skitch Henderson conducting the Gold Swan Singers the scene shifts to a very stylized kitchen. A young girl holding a reprint of the June Dairy Month newspaper ad dances over to her mother. A doorbell chimes and another feature—delivery service—enters the picture. The milkman brings a free copy of the dairy month recipe folder (available also at all dairy counters). Mother and daughter prepare a dairy treat. To replenish their supply, they dance to a store displaying the special June Dairy Month signs. The closing shot goes back to the map, now emblazoned with "June Is Dairy Month" slogan.

This upcoming commercial was produced by Joseph C. Spery, radio-tv manager of the New York office of Campbell-Mithun, Minneapolis, agency for the National Dairy Assn. In charge of creative direction were Ted Le Maire, radio-tv creative supervisor in C-M's Chicago office; Scott Park, tv art film supervisor at Minneapolis headquarters, and Paul Ingvaldson, tv production business manager in the Chicago office. Filming was done at Elliot Unger & Elliot, New York.

The basic plan, Mr. Spery said, was to "combine the wholesomeness of dairy products with an atmosphere of bright dancing, settings and based on the 'all over America' theme."

annually and about $600,000 of the budget has been allocated to radio-tv advertising. No new agency has been appointed as yet, according to Richard E. Marsh, advertising manager of Northam Warren.

• Creative PR Inc., New York, independent public relations firm organized at the beginning of this year by the Anderson & Cairns ad agency there, has moved to larger quarters on the 10th floor at 130 East 59th Street.

• The Broadcast Equipment Div. of RCA, Camden, N.J., last Tuesday (May 12) was named Putman award winner for its 1958 advertising campaign by the Poor Richard Club in Philadelphia. Individuals cited for the division's "Planning a Radio Station" campaign, which is still continuing, were Adron Miller, manager, radio equipment field sales; Paul Greenmeyer, advertising and promotion manager, and Willard G. Wooster, account executive at Al Paul Lefton, RCA's Philadelphia ad agency. Each received a plaque contributed by the Putman Publishing Co., Chicago, which annually makes an advertising award in conjunction with the Poor Richard Club.

• Schwerin Research Corp., N.Y., on May 25 will inaugurate a tv commercial and program testing service in Los Angeles, Horace S. Schwerin, SRC president, announced last week. Expansion of the Schwerin operation to the California area has been dictated, Mr. Schwerin said, "by the insistent demands of a number of advertisers who want some hard, cold facts about the West Coast market." Initial clients include national as well as regional advertisers, its reported.

• Erwin Wasey, Ruthrauff & Ryan, N.Y., reports it has acquired W. S. Walker Adv., Pittsburgh, an agency that specializes in industrial accounts, and a new organization has been formed known as Erwin Wasey, Ruthrauff & Ryan, W. S. Walker Div. Frederick R. (Rudy) Etchen Jr., a staff vice president of EWR&R in New York, has been named senior vice president and general manager of the division in Pittsburgh.

• The Eagle Pencil Co., Danbury, Conn., is looking for a new agency. Its marketing vice president, David E. Price, in making known the severance of relations with BBDO, said "There is no disagreement, dissatisfaction or disharmony involved in this decision." Eagle has been using closed-circuit tv in 12 cities to reach stationary dealers, office management and purchasing agents. BBDO, which has handled the account for nearly three years, has agreed to continue until a new agency is selected.

• Allan Jack Lewis Adv., Washington, changes its name to Lewis & Polinger Inc., following the acquisition of a full partnership in the agency by David H. Polinger. Mr. Polinger was formerly general manager of National Telefilm Assoc. Spot Sales, N.Y. Mr. Lewis will serve as president, Mr. Polinger as executive vice president.

• The Los Angeles office of BBDO today (May 18) moves to the new Hancock Park Bldg. at 5820 Wilshire Blvd., occupying three floors to give the agency 50% larger quarters than its present space at 6363 Wilshire.

• Fuller & Smith & Ross Inc., N.Y., on May 1 acquired the 32-year-old Fort Worth-Dallas ad agency of Evans & Assoc. The new branch of FSR will be headed by Stanley Schlenther, former partner of Evans, who has been elected vice president and manager.

• The Kappa Co., Atlanta, has commenced operations to make and distribute animated tv commercials in the southeast. Louis O. Hertz, formerly sales and audience promotion manager, WAGA-TV Atlanta, is president. Address: 1182 W. Peachtree St. Bldg.

in South Florida WTVJ beats every other station by a wide margin

FACTS

MORE SUMMERTIME VIEWING IN SOUTH FLORIDA

. . . than in entire country

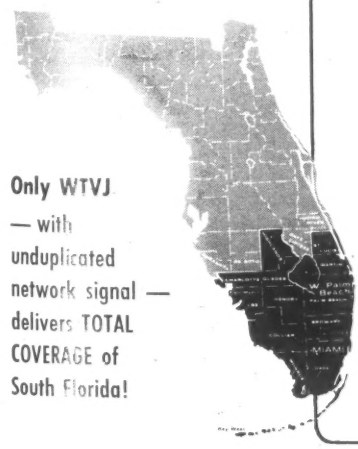
Summertime is viewing time in South Florida — average sets-in-use higher than for all U.S.A. That's why summertime is selling time — with WTVJ!

SETS-IN-USE ARB 1958
(June - August average)

	Noon to 6:00 P.M. Monday - Friday	6:00 P.M. to Midnight Sunday thru Saturday
MIAMI	**19.9**	**43.3**
Eastern Time Zone	17.1	39.1
All U.S.A.	17.0	38.1

WTVJ Sells this Large South Florida Audience of 1,556,000 Persons as No Other Station Can!

See ARB! See NCS #3! See your PGW colonel!



Only WTVJ — with unduplicated network signal — delivers TOTAL COVERAGE of South Florida!

WTVJ-South Florida

CBS Channel 4

Represented Nationally by: Peters, Griffin, Woodward, Inc.

QUALITY PROGRAM ON SHOE STRING

$15,000 budget on 'off-beat' tv-tape series at CBS Films

It takes about $35,000 to make the average, run-of-the-mill half-hour filmed program. For a dramatic anthology series the cost per program more likely will run $50,000 and up.

It's still experimental, but in New York a tv producer—Robert Herridge of *Camera Three* (CBS-TV) fame—is bringing in *Theatre for a Story*, a "quality" anthology half-hour tv series on tape, for "under $15,000" per show.

Just how successful CBS Films is in this grey area of tape, costs and unusual story material will depend on the amount of interest it can spark from a network, an advertiser, or, failing either, from tv stations in standard syndication.

With two half-hours on tape at this point, CBS Films already had these pluses on its side:

In addition to bringing the programs in on a low budget, Producer Herridge has been given his "head" (that is complete freedom in production) which, CBS Films believes, will encourage exciting, off-beat productions.

New Kine Technique • Along with the taping, CBS Films has a leg on the problem of how to get the show around to stations assuming the series goes into syndication. To head off the problem of peddling tapes to stations which don't have tape playback facilities, CBS Films' production unit has developed a technique that appears to hold promise of a kine (taken from the tape) that preserves some feel of live action while giving a quality close to that of standard grade film.

The tv series is "different" because of a dramatic mood that is heightened through liberal camera work, stark contrasts in lighting and a minimum use of background sets; the employment of Broadway talent who feel the roles they fill offer a professional challenge, and the story material in the adaptations and originals which Mr. Herridge plans to put on tape.

Whether all of this can bring in a national sale, from network or advertiser, is difficult to assess. Two of the three tv networks—ABC-TV and CBS-TV—have shown interest, as have several agencies.

The problem there, however, is to find the "specialized type sale" from an advertiser willing to pick up the tab for this rarity among tv series.

Just How Rare? • The first program taped treats jazz. It features Miles Davis on his trumpet and a studio-full of top-flight musicians. This show sells sound and unusual camera shots. The second program is entitled "A Trip to Czardis," a dramatic adaptation of an O. Henry award-winning short story by Edwin Granberry that was published in 1932 and several years later broadcast on the *Columbia Radio Workshop* series.

Mr. Herridge, who is not a low-budget man by design as he was associated with the highly-expensive *Seven Lively Arts* on CBS-TV two seasons ago, has still other productions to come: adaptations by Robert L. Joseph of classic stories, and three original scripts by S. Lee Pogostin.

"The Herridge concept of television is what we are buying. . . . The concept utilizes all the art forms. . . . The Herridge touch in terms of lighting, scenery, script, actors and direction," is the way Sam Cook Digges, administrative vice president of CBS Films, speaks of the project.

Mr. Herridge achieves his economy by combining several cost-saving devices. He gains these savings by pruning the time schedule, calling for minimum rehearsal time, using few props, and by carefully casting talent attracted to the roles by the opportunity to experiment rather than by high talent fees. Still other devices are common to tape:

Rather than permit a number of re-taping sessions, only one precisely-timed taping is conducted. In film, much more footage is shot than actually is used for a half-hour program and there are retakes in addition.

Since there is no outdoor action in taping, cumbersome and costly equipment for that purpose is not needed. By using few props, the cost of scenery is drastically reduced. Mr. Herridge shoots into the action (best visualized as "theatre in the round" contrasted with lavishly-staged theatre on Broadway). This camera ranging at will intensifies the allusion of movement as does the use of black shadowed areas surrounding a contrasting, bright white center stage.

A Frank Appeal • CBS Films has made some headway in enlightening the critics (and of course in promoting the series). Charles Mercer, an Associated Press radio-tv writer, made a frank public appeal to "responsible executives in the television networks . . . with the hope that somebody will try to make a great viewing treat available to you, an individual viewer."

The unit right now is taking a

How it works • Left photo: Miles Davis, trumpeter and star of the jazz program in the *Theatre for a Story* tape series, and tv producer Robert Herridge on the set at a CBS films' taping session. Mr. Herridge keeps costs down and cameras on the move by doing away with the clutter of background scenery (few walls, and roofs are "hung" from the studio ceiling.)

Right photo: Child actors Luke Halpin, 12, and Kevin Coughlin, 13, in the roles of "Dan'l" and "Jim" and Mildred Dunnock as the mother in "A Trip to Czardis" during a CBS film taping session. Program is another one of the *Theatre for a Story* anthology under preparation. It features: low-budget, stark lighting contrasts and minimum of background sets.

Have Gun Will Travel Travels Farther on WMT-TV.

National rating: 33.8. WMT-TV: 38*

Highest tower between here and the North Pole helps us deliver *Number One* audience in three of Iowa's six largest cities, and cover over half of the tv families in Iowa.

**In a 3-Station market (Station B: 25.2; Station C: 9.2); ARB.*

CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Reps.: The Katz Agency

breather. But on June 5 the third show will be taped and there'll be one each Friday afterward until the entire 13 are completed.

The new kine technique makes use of quality controls at camera, in studio and in laboratory processing, and modified equipment (new circuitry). CBS has obtained a kine with a sharper (more resolution) picture with less grain. CBS records on a 35 mm negative which is optically reduced to 16 mm. What the development amounts to: "We applied 1959 techniques to a 'lost art' of kinescope recording. For the past four years tv recording has not been receiving any attention."

The shell of the equipment is RCA and 10 years old. The insides, however, have been modernized (actually more than once) with latest circuitry.

The quality controls, however, are the most important. Only a few: care and attention to lighting and to the exposure control on camera, to focus of the camera lens, and careful adjustment of the signal from camera to place it in correct level. Exposure of the film in the lab process "must be precisely controlled," a spokesman said.

But CBS-TV's engineers are not making claims. They cautiously and variously evaluate their kine as "not new," "modernized" and "not yet competitive with film." But this much they do say: the first two kines of the programs taped are good enough to encourage the belief that film recording from a tape recording can be made without appreciable degradation.

One big reason for the caution is that CBS-TV is not quite sure that future kinescoping of this kind will bring in a consistent "top performance." "It's a qualitative judgment," these engineers say, "Who is to say what is 'good or poor' film?"

Should the kine arrive at the point of competitiveness with top-grade tv film, CBS Films may beat a break-through toward greater use of tape for syndication. And, apparently, it can open up new sales fields internationally (tape conversion is a problem overseas where tv standards differ. But kine—as does regular film—bypasses this problem.)

SAG, AFTRA meet

Merger study committees of Screen Actors Guild and American Federation of Television & Radio Artists met the weekend of May 10. The groups discussed research organizations and individuals who may be employed to help SAG and AFTRA study the matter and develop a merger plan for submission to the groups' members. Subcommittees of both unions were named to narrow the list down to a few of the best qualified and submit recommendations to the full committee.

PATTER OF PLATTER VOICES

D.j. meet to double attendance last year

Advance registration for the second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention in Miami Beach May 29-31 hit the 1,800 mark last week, headed for an estimated 4,000 registration double that of last year's initial gathering at Kansas City.

Sponsored by the Storz Stations, the convention will tackle such industry topics as network vs independent radio, ratings, formula programming, record release practices, news, evaluation of station promotion and music trends. Top speakers and panelists will be drawn from all segments of radio, including the advertising agency.

The registration pattern last week at preconvention headquarters of the Storz Stations, 820 Kilpatrick Bldg., Omaha, showed 70% stations (one-half program personalities, one-half management) and 30% record companies and allied service firms.

Major entertainment events are scheduled during the convention with an all-star show of recording artists set for Saturday night.

Evening cocktail party by Mercury Records on Thursday (May 28) will precede the formal sessions which get underway on Friday. Mercury Records' Kenny Meyers is host. United Artists Records President Max Youngstein is tendering the Friday morning breakfast. Todd Storz, president, Storz Stations will open the convention and introduce the keynote speaker Harold Fellows, president, NAB.

Three panel sessions are slated Friday morning. Matthew J. Culligan, executive vice president, NBC Radio, and Gordon McLendon, president, McLendon Stations, will debate network vs independent radio. Morgan Beatty, NBC; Dave Muhlstein, KLIF Dallas, and Dick Schmitz, KAKC Tulsa, will discuss "News Should Be New" while Robert Eastman, Robert Eastman Co.; Art McCoy, John Blair Co., and Adam Young, Adam Young Co., will talk on the subject "Radio Reps Are Salesmen Too."

An Ike-Sponsored Message • Friday lunch sponsored by RCA Victor Records with Bill Bullock as host, will hear Dr. Shayne MacCarthy, executive director, President Eisenhower's Committee on Youth Fitness, discuss youth fitness as "a product to sell." Four panels are set for Friday afternoon:

"What Is a Personality Today"—Joe Finan, KYW Cleveland; Jim Hawthorne, KDAY Santa Monica, Calif.; Mike Joseph, Capitol Cities Broadcasting, and Dick Martin, WWL New Orleans. "From Deejay to Management—It's Happening"—Bill Camperson, WHOL Allentown, Pa.; Art Ford, WNTA Newark, and Marty Hogan, WCFL Chicago. "Evaluation of Station Promotion"—Bob Adams, WAKE Atlanta; Paul Cowley, WKLO Louisville; Harvey Glascock, WHK Cleveland, and Duncan Mounsey, WPTR Albany. "Too Many Record Releases?"—Bobby Beers, KOBY San Francisco; Archie Bleyer, Cadence Records; Bob Clayton, WHDH Boston; Buddy Deane, WJZ-TV Baltimore; Mike Maitland, Capitol Records, and Randy Wood, Dot Records.

Late Friday afternoon further discussion will be held on feasibility of a national disc jockey organization and Friday evening Capitol Records will host a cocktail party-stereo recording session featuring Peggy Lee and the George Shearing Quintet.

Atlantic Records' Ahmet Ertegun will host Saturday morning's breakfast with New York publicist Russell Birdwell starting off the day as initial speaker. "Are Live Commercials Dead?" will follow as the topic of a panel to include Al Collins, WNEW New York; Bill O'Connor, Chicago freelance performer; Harry Renfro radio-tv director, D'Arcy Adv., St. Louis, and Joseph Stone, vice president, J. Walter Thompson Co., New York.

Future Trends • Music will be discussed by Joe Carlton, Carlton Records; Dave Cavanaugh, Capitol Records; Hal Fein, Roosevelt Music Publishing; Alan Freed, WABC New York; Jack Karey, WCFL Chicago, and Joe Kolsky, Roulette Records. "Swingin' in the Smaller Markets" is the topic for Charlie Boone, KXGO Fargo, N.D.; Howie Leonard, WLOB Portland, Me., and Al Rockwell, KRNT Des Moines. What the promotion man can do for the d.j. will be outlined by Buddy Basch, New York; George Jay, Hollywood, and Dick LaPalm, Chicago. Columbia Records will give the Saturday lunch.

Saturday afternoon panels include "Do We Live and Die by Ratings?" with John Box, Balaban Stations; Dr. Sydney Roslow, Pulse Inc., and Frank Stisser, C. E. Hooper Co. Another, "Programming—More Than Just Juggling Numbers," will feature Bob Forward, KMPC Los Angeles; Larry Monroe, KXOK St. Louis, and Tom Smith, WNVY Pensacola, Fla. "The Pros and Cons of Formula Radio" panel will hear Bill Kaland, program manager,

Nothing else like it in Greater New York

IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.

IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.

IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J. — covering New York and New Jersey

'Be my guest'

RCA Victor Records during the disc jockey convention is providing a special suite with full recording facilities and photographers so disc jockeys can tape interviews with recording stars not only of RCA Victor but also any competing label. Photos will be sent to hometown newspapers. Wives of convention delegates will be treated to sightseeing tours of southern Florida, courtesy Cadence Records.

Westinghouse Broadcasting Co.; Harold Krelstein, president, Plough Stations, and Bob Purcell, president, Crowell-Collier Broadcasting Co. (KFWB Los Angeles). Late Saturday afternoon Liberty Records will give a cocktail party with Julie London and David Seville as co-hosts.

Saturday evening's annual banquet will be sponsored by Dot Records with Randy Wood as host and Pat Boone as special guest. Miami Beach is renaming Collins Ave. "Pat Boone Blvd." for the day. The second annual all-star recording artist show follows, featuring Pat Boone, Cathy Carr, Chris Connor, Vic Damone, Alan Dean, The Diamonds, Peggy Lee, Playmates, Jimmy Rodgers, Jack Scott, George Shearing, Dodie Stevens, Gary Stites, Kirby Stone Four, Jesse Lee Turner, Andy Williams and Panama Records Orchestra directed by Lon Norman. Sunday 1 a.m. is kickoff for a breakfast dance and bar-b-que sponsored by Roulette Records and featuring the Count Basie Band. Morris Levy will be host.

Panel session moderators will include Bill Stewart, Storz Stations, convention co-ordinator; Paul Berlin, KNUZ Houston; Tom Edwards, WERE Cleveland; Robin Seymour, WKMH Detroit; Robert Larsen, WRIT Milwaukee; Joe Smith, WILD Boston; Ira Cook, KMPC Los Angeles, and Paul Cowley, WKLO Louisville.

Four Star to Republic

Four Star Films Inc., at present in Fox Western Studios, Hollywood, will lease Republic Studios for five years starting next month. Four Star is owned by actors Dick Powell, David Niven and Charles Boyer.

President Powell says that the company has commitments to produce five tv series for next season. Sales of five more are anticipated within the next few weeks. Republic will furnish all back lot labor while Four Star will bring more than 100 permanent employes (producers, directors, assistant directors, transportation, editorial, story and casting departments, etc.). William Morris Agency represented Four Star in the negotiations.

NBC's 'Star Dust' sprinkled further

NBC Radio's "Star Dust" plan goes into effect Today (May 18). The new network programming scheme features top show business personalities in five-minute vignettes 17 times daily. Starting at 7:25 a.m. and continuing until 11:25 p.m., the vignettes will be heard at 25 minutes past each hour on weekdays and are also set at the same time on NBC's weekend *Monitor* schedule.

The expansion of "Star Dust" to seven days a week mean an addition of five hours per week of new network programming, according to Matthew J. Culligan, executive vice president in charge of the NBC Radio network. Mr. Culligan last week said that the segments will have availabilities for one network commercial and one local commercial, offering opportunities for tie-ins by local or regional dealers of network sponsors. Compensation to the affiliates for network sales will be made at the regular rates. Liggett & Myers Tobacco Co., for its L&M cigarettes has signed for the first 13 weeks. Its order was placed through Dancer-Fitzgerald-Sample, New York.

Some tv news coverage has lost zip—Schary

Television's greatest power and attraction is in its immediacy, its spot coverage of national and world events but of late some of the news programs have lost the "sense of urgency . . . They seem to have the salt edited out of them."

Dore Schary, writer-producer of tv, stage and motion pictures, made this point and a few others last week at the final Radio & Television Executives Society meeting for the 1958-59 season.

At a luncheon held at New York's Hotel Roosevelt, Mr. Schary, in the featured address, thought there was nothing wrong in the medium "that a few good programs cannot cure," said he was aware that tv executives were concerned with the future of the medium and offered a few suggestions.

He said tv news programs seem to go out of the way not to offend anybody; he views "with a little bit of alarm the prospect of generations of children growing up with jingles swarming through their consciousness, not to mention the adults"; considering the pressures on tv it is "surprisingly bold"; fiction on television is at "second best" and cannot compete in this area with motion pictures which do it better (the documentary gets tv its biggest audiences, he said).

In the myriad of observations and comments, Mr. Schary made the point also that the "right to offend" is a "theatrical right" and that this is the reason he thinks creative minds are happiest in the theatre.

Acme Labs, Hollywood, to process video tape

With the installation of two Ampex videotape recorders, Acme Film Labs of Hollywood last week became the first motion picture laboratory in the land to be equipped for tv tape. With its four Prescott 16mm kinescope recorders, Acme is now ready to transfer programs from tape to film or film to tape.

Nel Sawelson, vp and general manager of Acme Labs, stressed that Acme is not a program producer but a duplicating service, said that "So many of our customers are talking tape that we recognized it was time for us to add tape facilities."

Mr. Sawelson listed audition kinescopes of taped pilots and filmed copies of taped programs for stations not yet equipped with vtr facilities among tape-to-film needs his new facilities will serve and future taped reruns of current tv film programs as a film-to-tape service. Noting that a single reel of tape can hold two half-hour shows, plus integrated commercials and a station-break, Mr. Sawelson said this "Means a complete hour's package, one that will run automatically on the air. In fact, it is logical to transfer a station's entire daily assortment of film programming to tape. Station breaks and commercial spots can be included in the same reel. Those portions of the station's daily schedule would become virtually a push-button operation."

He suggested that the tape-film combination in one laboratory makes it a natural for sports shows. "The live picture of a ball game or other sports event could be fed into the lab's tape recorder, immediately transferred to 16mm film, edited into a half-hour program and shipped out to stations for broadcast the same night."

Assisting Mr. Sawelson in the new tape operation are Pete Wood, production supervisor of video-recording at Acme, formerly with CBS-TV where he helped set up the vtr department, and Irving Kahn, video-recording sales representative, who has had four years experience in the kinescope recording field.

announcing an entirely NEW 3-SPEED TRANSCRIPTION TURNTABLE

The **GATES CB-500**

To meet the exacting demands in the broadcasting of transcribed music, GATES offers an entirely new commercial transcription turntable. This exclusive new design reduces the rumble to such a degree that production line turntables now exceed earlier laboratory standards.

Rumble or noise reduction has been accomplished in turntables before, but with the sacrifice of other needed features. The GATES CB-500 turntable will come up to speed at 33⅓ RPM in 1/8 turn and at 45 RPM in 1/6 turn. This is equivalent or superior to other recognized quality turntables which in most cases have higher rumble content.

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Yes, you will want to know more about this exciting new turntable. Write today for Bulletin 108-B which provides test comparisons of leading friction drive turntables and describes each outstanding feature of the new GATES CB-500.

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says Frank Palmer, Gen. Mgr.

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DALLAS, 1511 Bryan St., RIverside 7-8553
LOS ANGELES, 9110 Sunset Blvd., CRestview 6-5886

NEW TV DEMAND
Mobile tape service is latest enterprise

Mounting interest in taped tv shows has created a sudden demand for services provided by mobile tape units. In recent weeks at least four companies have either been formed or have branched out to meet the specialized needs. Those reported to BROADCASTING are: Intercontinental Television, New York, Paris and Geneva; Mobile Video Tapes Inc., Hollywood; Mobile Video Tape Productions Inc., New York, and Giantview Television Network, Detroit and New York.

Last week, partners Bob Craver and Ted Le Van announced the opening of their MVT Productions Inc., at 40 E. 49th St. in New York. They reportedly have three mobile tape units which will travel anywhere in the U.S. at a basic charge of $500 per day, including the use of an Ampex videotape recorder, truck and driver. Mr. Le Van resigned Friday (May 15) from NBC-TV where he was video tape engineer. Mr. Craver, formerly at tv stations in Norfolk, Charlotte and Atlanta, has spent the past year in research and development for a mobile unit.

Giantview, a closed-circuit organization and manufacturer of the Giantview theatre-type tv projector, also last week reported it has under construction a mobile tape recording unit which will be available in June on an unrestricted rental basis to advertisers, agencies, tv stations and independent film producers. Giantview's mobile equipment includes an Ampex videotape recorder, four studio-image-orthicon cameras, 20 lenses including zoomars, self-contained power supply, kinescope recording unit, and television audio recording facilities.

Previously announced were: Mobile Video Tapes Inc. (BROADCASTING, May 4), headed by Lester E. Hutson, which offers to tape tv programs or commercials either in a studio or via its Ampex-equipped mobile unit. Intercontinental's first assignment was to tape NBC-TV's *Today* program in Paris the last week of April (BROADCASTING, March 30). David Lown is president of Intercontinental.

Color values

That RCA is dead serious about promoting color tv there is no doubt. The extent to which it will go will be evident in New York May 29 when independent WPIX (TV) transmits (in color) a two-hour documentary on Africa entitled *Freedom*—competing for audience against RCA o&o WRCA-TV. WPIX, excited about the potentialities of the *Freedom* show and knowing much of its effect depended on color, asked RCA for a helping hand. Result: RCA will run the show through its color film chains, piping the signal to the WPIX transmitter atop the Empire State Building for broadcast.

NBC, United Artists talk new tv series

United Artists Television and NBC-TV officials were negotiating Thursday (May 14) on a new anthology series along the parent United Artists Corp. pattern (CLOSED CIRCUIT, May 11).

NBC-TV, it was revealed, has offered UA-TV a plan for placing the series on the network in the next fall season, asking for a commitment of 13 programs with options for 26 more.

UA-TV, however, appeared to prefer a contract that would initially commit a network or advertiser (or advertisers) to a 26-program series which gives the stable of independent producers who make motion pictures for United Artists Corp. a hand at tv production.

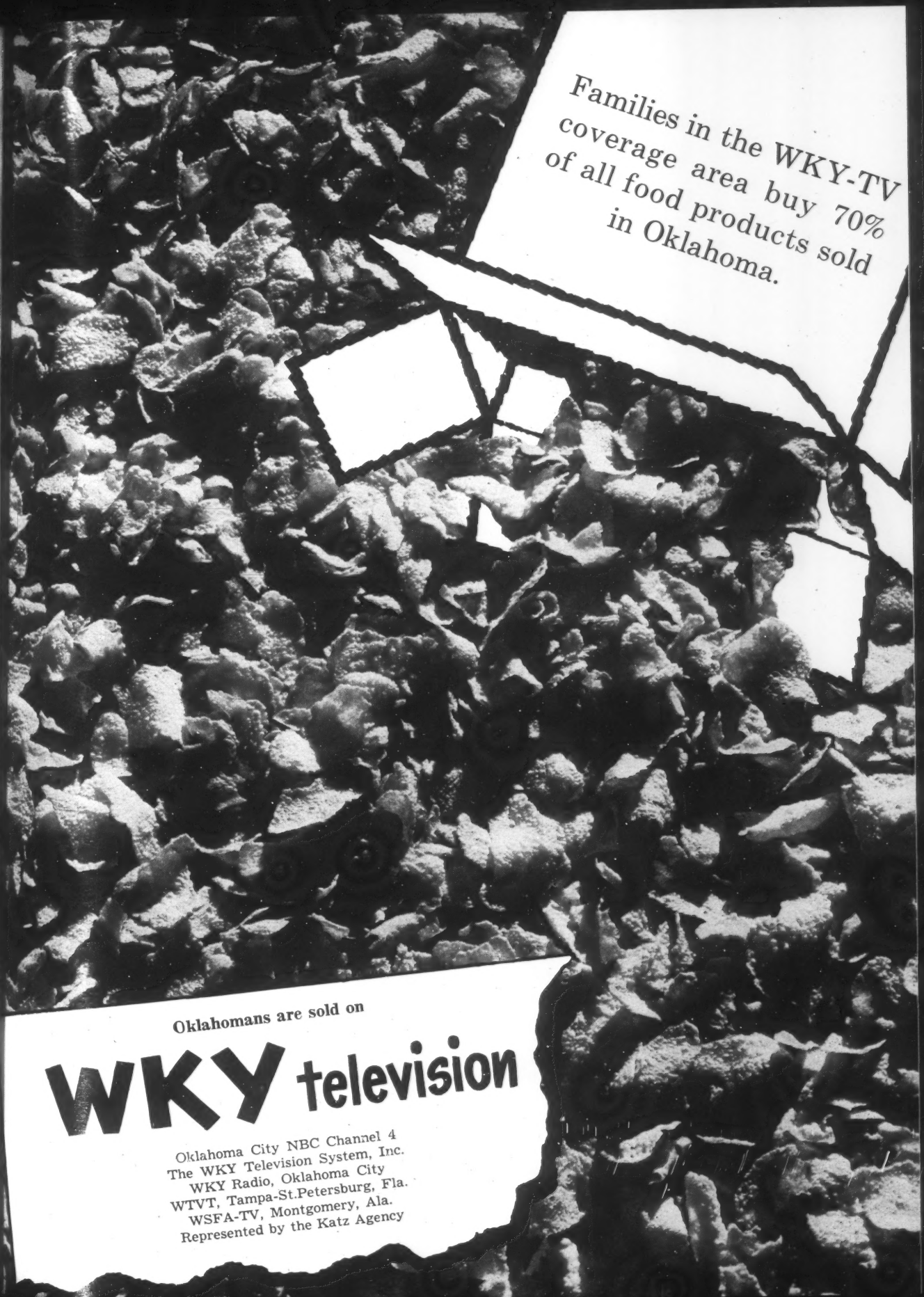
Officials of UA's tv arm appeared unconcerned about a sale "next fall," taking the position they could sit tight and develop programs on a long-range basis.

But the sudden departure from New York of UA-TV President Herb Golden (who also is liaison with parent UA) Thursday to Hollywood where he joined Executive Vice President Burce Eells, who has been negotiating with the independent production companies as well as NBC-TV, revealed no dragging of feet over the proposal.

The UA-TV idea is to use the long list of motion picture properties now held by UA (Warner Bros. library, former UA releases and still other features) for story material, with the independent producer contributing at least one filmed program. More than 60 producers work at one time or another for UA in producing motion pictures, and, UA-TV said, the producer with a name star might join hands with another which has the "right story."

The UA-TV series, tentatively called *United Artists Playhouse*, would have several production companies participating in which Hollywood stars are principals. These name stars probably would not appear in the program but would act in the capacity of introducing the show, thus gaining extra mileage in audience interest.

The programs would be budgeted at


Families in the WKY-TV coverage area buy 70% of all food products sold in Oklahoma.
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$100,000 to $150,000 each and would be an hour in length.

UA has such producers as Hecht-Hill-Lancaster (Burt Lancaster), Edward Small (who has produced for tv), Kirk Douglas and Mirsch Bros. among others who already have shown interest in the tv project.

The UA pattern is to finance motion picture producers and to share ownership with them. If the NBC-TV-UA-TV deal is effected, the network also would share in ownership.

Fight on theatre-tv

TelePrompTer Corp., New York, last week was awarded the closed-circuit television, radio and motion picture rights to the Floyd Patterson-Ingemar Johansson heavyweight championship bout at the Yankee Stadium in New York on June 25, for a sum announced at $300,000.

Irving B. Kahn, president of TelePrompTer, announced that the match will be telecast into at least 200 locations throughout the country. He said he is now negotiating to sell the network radio rights in the U.S. and the foreign radio rights in Europe.

$5 million expansion

Jayark Films Corp., New York, which last week announced elections of Jacques Grinieff to board chairman and company director and Jerry Pressman to treasurer and director, says it plans immediate expansion. The two, along with Jayark President Reub Kaufman, were reported to have put $5 million into the corporation. Mr. Grinieff is identified as a distributor of U.S. theatrical and tv films in foreign countries. Mr. Pressman is a financier.

Jayark, which until now has limited itself to the distribution of a children's show, *Bozo the Clown*, says it will proceed with plans to produce and distribute two new half-hour series for exhibition this fall.

New 'mid-50' package

Show Corp of America, N.Y., has made available to tv stations a new package of post-1950 feature films, which it calls "Mid-'50 Movies." The average theatrical release year for the 22 movies in the package was 1955, according to Robert Manby, SCA president. Mr. Manby last week reported the movies were sold in 20 major markets in the opening days of the sales campaign.

• Program notes

• A new NBC-TV weekly panel quiz show, *Who Pays?* will start Thursday, July 2 (8-8:30 p.m. EDT), replacing *The Lawless Years*, which moves to 8:30-9 p.m. slot. This will force out *Too Young to Go Steady* in the 8:30-9 p.m. Thursday slot. The new entry, a Lester Lewis Production, stars Mike Wallace as m.c. and Sir Cedric Hardwicke, Celeste Holm and Gene Klavan as panelists. The panelists will be asked to determine the position of each of three employes of three mystery guests, who will be viewed by the audience only, and then to identify the celebrities.

• MCA-Tv Ltd., New York, announces the sale of its *SA 7* mystery-adventure series to the Kroger Co. (grocery and meat products) in Atlanta, Ga., and the Falstaff Brewing Co. in Los Angeles. The half-hour series, starring Lloyd Nolan as an Internal Revenue agent, is now in 143 markets.

• Screen Gems, N.Y., with the cooperation of the Professional Golfers' Assn. of America, has slated two hour-long golf tournament series, with a total of $1.2 million in prize money over a three-year period. Briskin Productions and Mitchell J. Hamilburg Productions are to begin work on the project mid-summer, for fall airing. Matches will be filmed on courses throughout the U.S. A pool of 65 top golfers, including 30 of the 35 leading money winners, is said to have been engaged for one or both of the series.

• Robert Lawrence Productions (Canada) Ltd., Toronto, has begun building a new film center. Affiliated with the New York firm of the same name, RLP Canada is considered the largest producer of tv commercials in Canada. The new center, which is to house three motion picture stages in 25,000 feet of space, will enable the organization to expand into other realms of film-making plus video-tape.

• Loew's Inc., N.Y., distributor of *Our Gang* comedies, reports it has withdrawn its suit against KARD-TV Wichita, filed by the company in U.S. District Court there last October. Loew's acted after KARD-TV agreed to cease using the name "Our Gang" either as a tv program title or in any other way, a company spokesman said.

• Sterling Television Co., N.Y., is readying for U.S. syndication its *Adventure Today* half-hour film series. It consists of documentaries photographed the world over, some by Ray Forrest, who acts as host on all of the shows. Sterling announces that the Canadian Broadcasting Co. has renewed the series for the second consecutive year.

• Local 776, International Alliance of Theatrical Stage Employes, violated the labor act by depriving Henry A. Carlson of employment by Cascade Pictures of California, L.A., according to an intermediate report and recommended order issued May 16 by David F. Doyle, trial examiner of National Labor Relations Board. The union should notify the film company it has withdrawn objections to employment of Mr. Carlson, a non-member, as an apprentice film editor, according to the recommended order.

• Van Praag Productions, N.Y., has presented a pilot version of its new, live program, *The Ad Libbers*. As each show begins, six actors from a permanent pool of ten are presented with a situation submitted by a viewer. They have 10 seconds to confer, select props and create an appropriate playlet. To pacify those who doubt the spontaneity, Van Praag is posting a $1 million bond payable to anyone who can prove otherwise. The cast includes Kaye Ballard, Dayton Allen, Helen Gallagher, Milton Kamen, Alice Ghostley, Bibi Osterwald, Larry Storch and Gretchen Wyler.

• *Americans At Work*, a series of 52 15-minute film shows produced for the AFL-CIO is currently being shown on more than 80 tv stations. The documentary films, produced by Norwood Studios Inc., Washington, D.C., have a production budget of $175,000 for the entire series. The public service features avoid any direct labor "mes-

COLOR CASTING

Here are the next 10 days of network color shows (all times are EDT):

NBC-TV

May 18-22, 25-27 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

May 18-22, 25-27 (4-4:30 p.m.) **Truth Or Consequences**, participating sponsors.

May 18-25 (10-10:30 p.m.) Arthur **Murray Party**, P. Lorillard through Lennen & Newell.

May 19-26 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

May 20-27 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

May 20-27 (9-9:30 p.m.) **Kraft Music Hall**, starring Dave King, Kraft through J. Walter Thompson.

May 21 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

May 21 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

May 22 (7:30-8 p.m.) **Northwest Passage**, sustaining.

May 22 (8-9 p.m.) **Ernie Kovacs Show**, Renault through Needham, Louis & Brorby.

May 23 (8-9 p.m.) **Perry Como Show**, participating sponsors.

May 24 (7:30-8:30 p.m.) **Steve Allen Show**, RCA through Kenyon & Eckhardt.

May 24 (9-10 p.m.) **Dinah Shore** Chevy Show, Chevrolet through Campbell-Ewald.

TRIPLE EMMY WINNER

Best New York Program (Open End), Outstanding Male Personality (David Susskind), Station Achievement Award

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A happy first birthday indeed!

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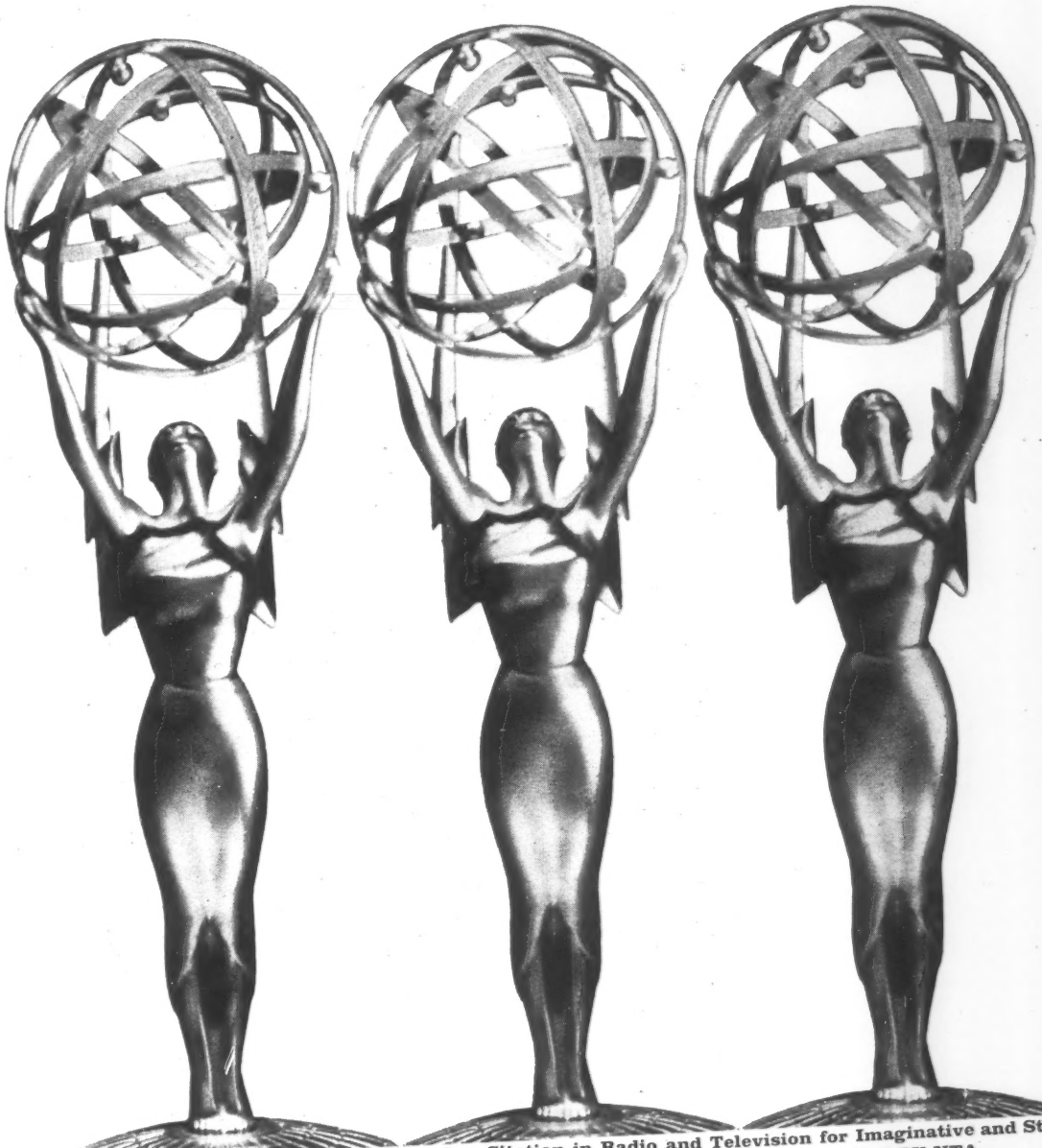

Also selected for the Newspaper Guild Page One Citation in Radio and Television for Imaginative and Stimulating Live Programming on a Local Level / WNTA-TV. OWNED AND OPERATED BY NTA

sage" but stress the role played by the working man in American industries, ranging from automobiles and newspapers to pottery.

• Arizona Broadcasters Assn. will present two radio-tv scholarships for the eighth annual High School Fine Arts Summer Session at the U. of Arizona June 7-20. The association will choose candidates by conducting a state-wide essay contest on "Why I would like to make radio my career." Carl Haverlin of BMI gave a scholarship to the university's music session. Thomas W. Chauncey, president-general manager, KOOL-AM-TV Phoenix and KOLD-TV Tucson, both Arizona, also gave scholarships to the university. Two of his scholarships, chosen by a faculty committee, are given in behalf of KOOL-AM-TV. Another two scholarships Mr. Chauncey gives in behalf of KOLD-TV.

• Allen A. Funt of Croton-on-Hudson, N.Y., creator-producer of *Candid Camera* tv programs, has repurchased the 89 episodes of the program from United Artists Assoc. He is updating and placing them into syndication on a worldwide basis. Mr. Funt has an international series of *Candid Camera* in production. His eavesdropping cameras compare an incident in America with a similar event in another country.

• Jerome Balsam Films Inc., New York, announces its national sales representation of *The Big Red Mile*, new tv series dealing with harness racing. Produced by R.J. Crocher of Coral Gables, Fla., the 39-episode series is being filmed at various tracks throughout the country.

• WOR New York starting today (May 18) will air a Monday through Friday program from Washington co-produced by Martha Rountree and Lucy Jarvis (3:15-4 p.m. EDT). WOR announced it will syndicate the program for national distribution, but will retain exclusive radio service of Miss Rountree in the New York area. The programs will feature personalities in the news and a behind-the-scenes look at political and social activities in the Capital.

• Screen Gems Inc., New York, announces sale of 150 feature films and the *Burns and Allen* 239 half-hour film series to WHDH-TV Boston. *Burns and Allen* is now in 89 markets.

• Famous Films Div., NTA Program Sales, New York, places in distribution this week a group of some 200 comedy shorts, averaging 10 minutes running time. Known as *Custard Pie Playhouse*, the package includes performances by Robert Benchley, Willie and Eugene Howard, W.C. Fields, Smith and Dale, Billy House, Chester Conklin, Ford Sterling and a multitude of others.

• Guild Films Co., N.Y., has a one-hour-long jai-alai sports tape show available. XETV (TV) Tijuana-San Diego, which regularly programs the games, shoots them at the local fronton.

• Seven League Enterprises, Los Angeles, has appointed Screen Gems to syndicate *Seven League Boots*, half-hour documentary series produced by Jack Douglas, producer-narrator of *Bold Journey*, now completing its third year on ABC-TV. *Seven League Boots* has been running on KCOP-TV Los Angeles, whose president, Kenyon Brown, is associated with Mr. Douglas in Seven League Enterprises. Although location footage on the final 13 of the first 39 installments of *Seven League Boots* is still being shot, Screen Gems is now offering the series to sponsors and stations.

• *Reckoning*, an anthology of 10 hour-long dramatic programs, will replace *Perry Mason*, during the summer on CBS-TV, starting July 11 (7:30-8:30 p.m.). The summer replacement is a reprise of individual CBS-TV programs originally presented in 1958 on *Pursuit*, *Studio One in Hollywood* and *Climax*.

• Destiny Productions, new film company, has opened offices at General Service Studios, Hollywood, and announced a 60-minute tv pilot, *Wild Blue Yonder*, comedy with aeronautical background, as its first production, to be filmed in May. De Von Stanfield, former associate producer at Robert Hinkle Productions, is president and executive producer of the new firm. James Seastrand is vice president and business manager. Verland Whipple has been named associate producer.

• Sindee Productions Inc. has been formed by Irving H. Levin, Harry L. Mandell, Maurice Duke and Henry F. Ehrlich to produce filmed tv series. The company's first series is *Pancho Villa*, with actors Harry Carey Jr. and Pedro Armendariz. The initial episode was shot on location near Mexico City. Series' distributor: MCA.

• KOMA Oklahoma City, Okla., has revamped its programming to include modern and popular music on LP phonograph albums. KOMA is the first Storz station to program extensively from albums.

WHICH TWIN CITIES?

Minneapolis - St. Paul? Kansas City - Kansas City?

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Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

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TV IS HIT BY FEDERAL CONFLICT

Internal Revenue, Justice film rulings create tax muddle

A new ruling by an Internal Revenue Service office on the amortization of movie films leased by tv stations may prove costly to broadcasters.

The ruling, issued through a unit of the IRS San Francisco regional office, is interpreted as in conflict with the entertainment industry practice of attaching prime importance to first-run showings of movies.

Here is the local IRS decision that has raised key problems in connection with tv station taxes:

"Where the contract (movie film lease to a tv station) provides for a limited number of telecasts during a limited period of time, amortization is to be computed by dividing the cost of the package by the number of telecasts permitted under the contract.

"The cost per telecast, multiplied by the number of telecasts during the taxable year, determines the amount of amortization allowable for that year.

"Where the contract provides for an unlimited number of telecasts during a limited period of time, amortization is to be computed ratably over the life of the lease."

An Auditor's View • A station auditor looked at it this way: Justice Dept. demands that movie films be leased to a tv station individually by a distributor. This helps prevent distributors from hitching a lot of dogs to a few desirable films and requiring purchase of the whole package.

However, IRS under the new ruling insists that a tv station leasing individually a group of, say, 500 movies from one distributor be required to amortize on a package basis. If each film can be shown five times under a lease arrangement, then only 1/2,500th of the total lease value can be amortized for each individual showing of a film.

This auditor added, "The ruling would work a hardship on tv stations by ignoring completely the premium values attached to first runs. It would force them to go into completely unrealistic accounting procedure not properly reflecting profit and loss."

Some movie leasing contracts specify, for example, that if the lessor must repossess a film that has been shown once it is worth only 40% of the base price.

This question was asked: How can the Dept. of Justice contend that a motion picture distributor cannot sell a group of films as a package while revenue officials say a tv station must amortize the films leased from this firm as a package?

IRS No Help • Inquiry at the IRS Washington headquarters and the San Francisco regional office provided no helpful information. The Washington office said it had no record of any ruling on movie leases by tv stations. The regional office took the position it could not comment on a decision issued by one of its district offices in connection with a single taxpayer's tax return.

The regional office said the taxpayer was not forced to accept the ruling but could ask a conference, appeal to the IRS appellate division or go to the Tax Court.

It conceded, however, that IRS regions and even the national headquarters frequently take individual rulings and circularize them to IRS offices to bring uniformity in cases.

In another tv situation, the IRS headquarters office in Washington is studying the problem of tax procedure in the case of films produced solely for tv as distinguished from movie films.

HOUSE GROUP HEARS ETV PITCH

Formidable opposition looms from GOP, some Democrats, against state grants

Educators last week made their second trip to Congress since January in an all-out campaign to secure federal funds for educational television. The forum last Tuesday and Wednesday (May 12-13) was the Communications Subcommittee of the House Commerce Committee, which held hearings on a Senate-passed bill (S 12) and seven House bills each allocating $1 million to each state for etv.

And it soon became apparent the proposal faces rough sledding in the fight for House approval. Republican members of the committee were openly hostile while some House Democrats privately expressed opposition. The GOP Administration, too, reiterated its opposition to the bill through the commissioner of education.

Some 25 witnesses who favored federal funds to help educational television repeated essentially the same arguments given during Senate hearings in January. They were (1) states do not have the necessary money to boost etv to its full potential; (2) etv will help relax the teacher and classroom shortage; (3) etv will make college degrees possible to thousands who cannot otherwise attend college; (4) unless the fallow educational reservations are put to use, repeated commercial demands for the channels can no longer be repulsed, and (5) etv must be built up to its full potential to meet the challenge of Russia in the scientific and cultural fields.

Rep. Kenneth Roberts (D-Ala.), who chaired House etv hearings last summer, made a strong pitch for his version of federal aid over the Senate-passed bill. Rep. Roberts' measure (HR 2926) calls for states to match federal funds granted for etv. "From the viewpoints of economy and local interest, I strongly urge that any legislation which you report authorize matching grants," he said.

REP. ROBERTS REP. BENNETT

They press their views

Rep. Morgan Moulder (D-Mo.), also author of a matching-funds proposal, said such legislation has the best chance for House passage and is less likely to be vetoed by the President. Another etv advocate in Congress, Rep. Stewart Udall (D-Ariz.), said he would vote for additional taxes if necessary to finance federal aid for etv.

An attack on one provision of the

a 6-billion-dollar company that has never made a profit . . . and never intends to

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Almost Everybody
Has NOTHING ON
But
WBNY
See Latest Pulse
& Hooper Figures

Best Buy
in the
Buffalo
Market

Call Jack Masla

Roberts-Moulder bills, limiting the proposed grants to tv stations owned or operated by a state, was attacked by Rep. Hale Boggs (D-La.). Rep. Boggs maintained that non-profit organizations and private schools should be eligible for federal money, as provided in his bill (HR 32) and most of the others.

As during the Senate hearing, Comr. T. A. M. Craven appeared for the FCC. He again repeated that the Commission takes no position on the proposals and that it is up to Congress to decide.

John Cunningham, board chairman of Cunningham & Walsh, testified in favor of allocating federal funds to states for etv because, he said, "I have found that tv, next to the printing press, is the most powerful instrument yet devised to reach the human mind." He said tv is the one instrument which can re-awaken an active interest in science, chemistry and the arts.

Rep. John Bennett (R-Mich.), ranking minority member of the committee, keynoted the opposition when he said: "Rapid progress has been made in the development of educational tv without the type of federal assistance sought in these bills. . . . The greatest assistance to be rendered by the federal government is in the assignment of channels for educational purposes and in the encouragement of uhf development."

He pointed out that every Congress is besieged with requests for appropriations to colleges for vitally needed facilities and asked whether refusal of these funds be justified if grants are made to etv.

Both Rep. Bennett and L. G. Derthick, U.S. commissioner of education, said that if Congress does pass an etv bill, they would favor the matching-funds system. Mr. Derthick, who would be responsible for administering the funds to various states if one of the bills becomes law, repeated the position of the Dept. of Health, Education & Welfare that federal aid is not needed.

He maintained etv has been progressing satisfactorily to date without federal assistance. He said much more research and experimentation is needed in the field before the government considers any action and that the pending bills would not accomplish this purpose.

Mr. Derthick pointed out that the 1958 National Defense Education Act appropriated $18 million to be used over four years to conduct surveys and studies of this type. About half of the 69 projects approved (34 last week) under this bill, costing $5 million, are for research in etv, he said, and HEW will be in a better position to know what is needed after these studies are completed. He estimated this would be in two to three years.

EQUAL TIME BILLS
Congress gets No. 7, drive on for hearings

Equal time relief for broadcasters continued to be a major topic on Capitol Hill last week as a seventh bill was introduced in Congress reversing the FCC-Lar Daly decision (BROADCASTING, Feb. 23) and proponents of the legislation continued to push for hearings.

Latest bill (S 1929) to enter the hopper was introduced Wednesday (May 13) by Sen. Spessard Holland (D-Fla.). It would exempt news broadcasts only from the equal time requirements of Sec. 315 and does not go as far in relieving broadcasters as S 1858, introduced a fortnight ago by Sen. Vance Hartke (D-Ind.) (BROADCASTING, May 11).

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, said Wednesday that Sen. Hartke had discussed with him the feasibility of a public airing of S 1858. Sen. Magnuson said hearings are on the future agenda but that the committee would like to get recommended amendments from the FCC before proceeding.

Study Soon • The Justice Dept. has told the FCC to reconsider its Lar Daly decision and it is understood the Commission plans to take the matter up within two weeks. FCC Chairman John Doerfer is scheduled to return from a trip to Japan this week and he has publicly called for Congress to repeal the controversial section.

Sen. Holland indicated that he favored broader changes in Sec. 315 than called for in his bill, which was introduced to correct a "ridiculous situation." By limiting the scope of the bill, he said, he hopes to avoid any major debates and increase its chances for passage.

In addition to exempting newscasts from equal time requirements, Sen. Hartke's measure also exempts broadcasters from libel as a result of political broadcasts and defines "qualified candidates" for President and Vice President. Twelve other senators have signed as cosponsors of S 1858.

Sen. Hartke, a member of the Commerce Committee, said that he planned to amend his bill to further define "qualified candidates" for state and local jobs and to distinguish, for equal time purposes, between public service time donated by a station and time purchased by candidates. The burden of proof for qualification would be placed on the individual, he said.

First Author • Rep. Glenn Cunningham (R.-Neb.) authored the first Sec.

Get $75. for Your Old "Mike"!

NEUMANN KM-56 Miniature Condenser Microphone System

The latest to join the precision Neumann line. With quality in every way similar to the U-47 series, but its dimensions are amazingly miniaturized.

Frequency Response: 40-15,000 cps ±3 db
Output Impedance: 50/250 ohms (must be specified in order)
Field Pattern: Switchable on microphone: non-directional, bi-directional, and cardioid
Non-linear distortion: Less than 0.8% entire range to 110 db absolute
Dimensions: Microphone: 7/8" dia.; 6" length
Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 4 oz.
Power supply: 5 lbs.

Operates on 115 volt 40-60 cycles. 5/8-27 standard thread **Net $490.00**

Complete microphone system consists of microphone, power supply (type NKM) interconnect cable (type KC-1) with Z-38 full elastic suspension, AC power cable. U. S. fuse holder, pilot light, power connector, and XLR output receptacle, with mating cable connector.

KM-54a Miniature Condenser Microphone System **Net $460.00**
(not shown) Same as above but cardioid directional pattern only. Length: 4¾".

KM-53a Miniature Condenser Microphone System **Net $440.00**
(not shown) Same as above but non-directional pattern only. Length: 4¾".

NEUMANN M-49b Variable Directional Pattern Microphone System

This microphone permits remote control of the directional characteristic. A smooth, continuous fader-control selects any of the basic directional patterns (non-directional, bi-directional, and cardioid) and any intermediate pattern. Wide frequency response with extremely low distortion, 0.6% 40-15kc up to 110 db absolute, a slight roll-off of frequencies below 40 cycles to prevent shock-noise interference, and extreme ruggedness, make the M-49b the ideal "work-horse" for studio and remote recording, as well as single-mike pick ups from concert halls.

Complete microphone system consists of microphone, power supply (type NN-48), interconnect cable (type C-26), AC power cable, XLR output connector, and MZ-49 swivel mounting harness.

Dimensions: Microphone: 3" dia.; 6¼" length
Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 1¾ lbs.
Power supply: 5½ lbs.

Net $540.00

NEUMANN U-47 (U-48) "Studio Standard" Microphone System

The only condenser microphone in its price range featuring a switchable directional characteristic.

Frequency Response: 40-15,000 cps ±3 db
Output Impedance: 50/250 ohms switchable
Field Pattern: Switchable non-directional or cardioid
Non-linear distortion: Less than 1% entire range to 110 db absolute
Dimensions: Microphone: 2½" dia.; 8" length
Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 1½ lbs.
Power supply: 4 lbs.

Operate on 115 volt 40-60 cycles. **Net $390.00**

Complete microphone system consists of microphone, power supply (type NG) inter-connect cable (type UC-3) with Z-37 full elastic suspension, AC power cable, U. S. fuse holder, pilot light, power connector and XLR output receptacle with mating cable connector.

U-48 System Same as above but Field Pattern selectable either **bi-directional** or cardioid. **Net $390.00**

NEUMANN Type SM-2 Miniature Stereo Microphone System

Two separate and complete condenser microphones and their respective pre-amplifiers in the same miniature housing. The two condenser capsules are mounted one above the other, the top one being rotatable to achieve the M-S Stereo Recording Technique (also known as **intensity stereo**). Each of the two microphone systems can be separately switched to any pattern (non-directional, bi-directional, and cardioid) or any one of six intermediate patterns. Specifications identical to KM-56 microphone with addition of extreme balance between systems, and numerous intermediate directional patterns.

Complete microphone system consists of microphone, power supply (type NSM), inter-connect cable (type SC-1) with Z-42 full elastic suspension, AC power cable, XLR Cannon output connectors. U. S. standard pilot light, fuse holder, AC receptacle.

Dimensions: Microphone: 1⅛" dia.; 8" length
Power supply: 8½" x 4" x 4¾"
Weight: Microphone: 9½ oz.
Power supply: 5 lbs.

Net $875.00

...And, have a system used by top recording studios and broadcast stations all over the world. A system to add that "presence", that quality, that superb liveness that good chief engineers won't do without. A Neumann system.

Choose from the best microphones ever made... Neumann microphones... standards of the world.

Choose by number...: from numbers that are world-renowned... U-47, U-48, M-49b, KM-56, SM-2. All microphones that have come to be known for their design and manufacture... come to be used for their incomparable reproduction of sound.

Update your sound to compete.

Just wrap your old professional mikes and send them to:

Harvey Radio Co., Inc., Industrial Division
Department BW
103 W. 43 St., New York 36, New York

We'll allow you $75.00 for each towards the purchase of each Neumann system you select. Send those old mikes today.

Service to the Broadcast & Recording Industries for more than 32 years.

Gentlemen:

We're sending you the following old professional "mikes": Please send us:

M-49b @ $540.00

KM-56 @ $490.00

SM-2 @ $875.00

U-47 @ $390.00

U-48 @ $390.00

Of course, deduct $75.00 from the price of each unit that we've ordered because we've sent the old "mikes".

Name .....

Title .....

Address .....

Company .....

ALL NEUMANN TRADE MARKED PRODUCTS ARE EXCLUSIVELY DISTRIBUTED & SERVICED IN THE WESTERN HEMISPHERE BY GOTHAM AUDIO SALES CO., INC.

315 amendment in the 86th Congress soon after the Lar Daly decision. His bill, too, is limited to newscast exemption.

He also favors a much broader revision but feels one step at a time has the best possibilities for congressional action. Rep. Cunningham and other House sponsors of identical legislation are pushing for hearings in that body.

Sen. Kenneth Keating (R-N.Y.) called for a thorough and careful review of Sec. 315 by Congress. He said that he is sympathetic with the objectives of the pending bills but warned that the activities and rights of legitimate third parties must not be curbed.

"I feel that a very careful, overall study of this section of the law should be undertaken by Congress and that special attention must be given to protecting the rights of significant third parties, while at the same time preventing the flooding of mass media by small fringe groups. . ." Sen Keating said.

ABC Position • A week after the other tv networks chimed in quick support of Sen. Hartke's proposal to amend Sec. 315, ABC-Paramount head Leonard Goldenson expressed that network's thinking about the measure.

Reason for his deliberation: (1) Although ABC is unhappy with current interpretations of the equal time provision, it is hesitant to see Congress embark on new proposals which might end in something even worse, and (2) ABC thinks that Congress, by merely clarifying the existing law, could help out in time for the 1960 campaign, whereas a general rewriting might delay things too long.

What ABC would rather Congress did now is to exclude news coverage of a legally qualified candidate on a newscast from the meaning of Sec. 315, and to absolve the broadcaster from liability for statements made by qualified candidates unless the broadcaster had control over the material. (Both are provisions of the Hartke proposal.)

Committee considered

Hope is held out for the establishment of a continuing committee on procedures and practices of federal regulatory agencies at the May 21-22 Washington Judicial Conference.

The problem of the varying practices and procedures of regulatory agencies is scheduled to be taken up by the conference's section on administrative law. William C. Koplovitz, Washington communications attorney, is chairman of that section.

Circuit Judge Warren E. Burger is general chairman of the conference to be held at the Mayflower Hotel.

Lamb tv renewal case in the news again

A bitter wrangle has developed over lawyers' fees in the sensational 1954-57 Lamb case.

In Toledo, Russell Morton Brown has sued Edward Lamb for $500,000. Mr. Brown claimed he was never paid for defending Mr. Lamb in the long and ofttimes bitter hearings.

The FCC charged that Mr. Lamb had not faithfully filled out application forms and other documents to indicate his associations with communist and leftist groups. Involved was the license renewal of WICU-TV Erie, Pa., owned by Mr. Lamb. In 1957 the station's license was renewed after the Commission cleared Mr. Lamb of all charges.

Mr. Lamb said last week that he had retained J. Howard McGrath (former Attorney General of the U.S.) of the firm of McGrath & Brown for the FCC hearings and that he had paid the law firm in full. He said the fees had amounted to over $150,000. "My obligation to the firm of McGrath & Brown has been paid in full," he said.

Mr. Brown and Mr. McGrath are no longer associated in law practice.

Meanwhile, it was learned, Mr. McGrath has been made the target of two suits, also involving the Lamb case. In Washington Mr. McGrath has been sued by Washington attorneys John J. and Jean F. Dwyer for $25,000 as their legal fee in defending Mrs. Marie Natvig against charges of perjury. In Buffalo, N.Y., attorney Vincent Gaughan has sued Mr. McGrath for $100,000 as a forwarding fee in referring Mr. Lamb to Mr. McGrath to handle the FCC matter.

The Dwyer husband and wife firm was appointed by the court to defend Mrs. Natvig, after the 51-year-old divorcee was charged with perjury. She had first testified that she had known Mr. Lamb as a communist in the 1930s. Later she recanted, claiming she was coerced into testifying as she had by FCC and FBI attorneys. She received a two-year suspended sentence.

The Dwyers' claim that Mr. McGrath told them he would take care of their fee in the Natvig case.

Transcontinent tie with Marietta gets ok

The FCC last week approved the merger of Transcontinent Tv Corp. and Marietta Broadcasting Inc., in a stock exchange transaction combining five vhf tv stations, one uhf tv outlet and three am outlets (one with fm) worth around $30 million.

Under the agreement, Transcon-

Coverage doesn't come this way yet!

Just ask your time-buyer! He'll tell you coverage isn't just had for the asking. But—with your 30-minute show or 30-second station break on film—getting the coverage you want and need is not only possible but economical and practical.

Goes without saying that film also gives you control of your message.

In fact, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure.
2. Gives you coverage with full pre-test opportunities.
3. Retains residual values.

For more information write:
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Always shoot it on EASTMAN FILM... You'll be glad you did!

tinent will acquire Marietta's KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, Calif. Transcontinent owns WGR-AM-TV Buffalo, N.Y.; WROC-TV Rochester, N.Y.; 60% of WNEP-TV Scranton-Wilkes Barre, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va. David C. Moore remains as president of Transcontinent.

Marietta is owned 63.64% by Jack Wrather and 36.36% by Edward Petry Co., station representative. Under the merger Mr. Wrather will own 22.15% of Transcontinent and the Petry Co. 12.66%. The remaining 65.19% of Transcontinent will be held principally by Transcontinent Board Chairman Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV, Seymour H. Knox III, David Forman and George F. Goodyear. Other major Transcontinent stockholders are the General Railway Signal Co., Virginia Deuel and Norma Deuel Lutz.

The merger agreement was reached last February (BROADCASTING, Feb. 16). The uhf outlet involved is WNEP-TV.

Mr. Moore announced the Transcontinent board would be expanded from 9 to 13 members.

Other interests held by Mr. Wrather, but not involved in the merger, are part ownerships of Independent Tv Corp., program production and distribution firm; Muzak Corp.; program series; Disneyland; a construction permit for ch. 44 in Boston, and extensive petroleum holdings.

Peoria ch. 8 tv case is remanded to FCC

The Peoria, Ill., ch. 8 deintermixture case—untainted, but physically related to the Springfield, Ill., ch. 2 case—was remanded by the U.S. Court of Appeals in Washington last week. The court order came four days after it had remanded the Springfield case (BROADCASTING, May 11).

Both the FCC decisions ordering the shift of ch. 2 to St. Louis and the shift of ch. 8 to Moline had been affirmed by the court, but the appeals court decisions were remanded last October by the U.S. Supreme Court, which tied the ch. 8 and ch. 2 cases together because both involved deintermixture in the same general area.

The Supreme Court had said it was remanding the ch. 2 case because of testimony before the House Legislative Oversight Subcommittee, not considered by the lower court, that KTVI (TV) St. Louis, which was awarded ch. 2 there, had made *ex parte* representations to FCC members.

The appeals court last week ordered the FCC to act on the ch. 8 remand after it has acted in the ch. 2 remand.

The shift of ch. 8 from Peoria to Moline had been appealed up to the Supreme Court by WIRL-TV Peoria (ch. 25), which formerly was permittee of ch. 8 before the shift. WIRL-TV had charged pressure for the shift from senators, including Sen. Robert S. Kerr (D-Okla.), who controls WEEK-TV Peoria (ch. 43). The court had heard these charges before its original affirmation of the FCC decision and again after remand from the Supreme Court, but made no mention of them in its decision last week.

The court retained jurisdiction over the ch. 8 case. Judges were E. Barrett Prettyman, chief judge, and Charles Fahy and Warren E. Burger.

Trials of a loser

A lost tv case, three years gone, is still plaguing Howard W. Davis' Walmac Co.

The FCC last week gave Walmac's KMAC-KISS (FM) San Antonio, Tex., 15 days in which to reply to a second Commission letter advising that applications for renewal of the stations' licenses indicate the necessity of a hearing. The Commission had sent KMAC-KISS an initial letter of warning last summer.

The FCC again raised questions concerning Walmac's "misrepresentations, non-disclosures and lack of candor" in the 1956 grant of ch. 12 San Antonio (KONO-TV) to Mission Telecasting Corp. and the denial of Walmac's competing application (AT DEADLINE, May 28, 1956). The Walmac bid for ch. 12 was turned down on financial grounds, another matter which the FCC brought up in last week's letter to the firm.

$10.4 million for FCC in 1960 passes House

The House last week passed HR 7040, the fiscal 1960 independent offices appropriations bill, which allocates $10.4 million to the FCC for the fiscal year beginning July 1. The approved figure represents a $657,000 increase over FCC money allocated for the current year but is $600,000 less than the $11 million asked for by the President (BROADCASTING, May 11).

Of the total appropriation, $2.36 million is for Commission broadcast activities, compared to $1.9 million earmarked for the same purpose in 1959. The additional broadcast money is slated for the hiring of 50 more employes.

The House told the FCC to do its own research in turning down a request for $90,000 for special contract work in tv allocations and other fields. Approved was a request for $90,000 to study the feasibility of using automatic data processing machines to handle a great portion of the FCC's paperwork.

HR 7040 also provides $6.7 million for the FTC's fiscal 1960 operations, an increase of $284,000 over 1959. The approved funds, however, are $230,000 less than the sum recommended by the Administration.

Uniform time plan meets heavy flack

An overwhelming number of comments were filed before deadline May 8 opposing the Daytime Broadcasters Assn. proposal to expand daytime am stations' schedules from 6 a.m. or sunrise (whichever is earlier) to 6 p.m. or sunset (whichever is later).

Opponents felt groundwave and skywave interference to fulltime stations would far outweigh the gains in local service, would prejudice or pre-judge the Daytime Skywave proceeding, would jeopardize U.S. agreements with Canada and Mexico, would threaten the Conelrad alert plan and would amount to abandonment of the present allocation principles.

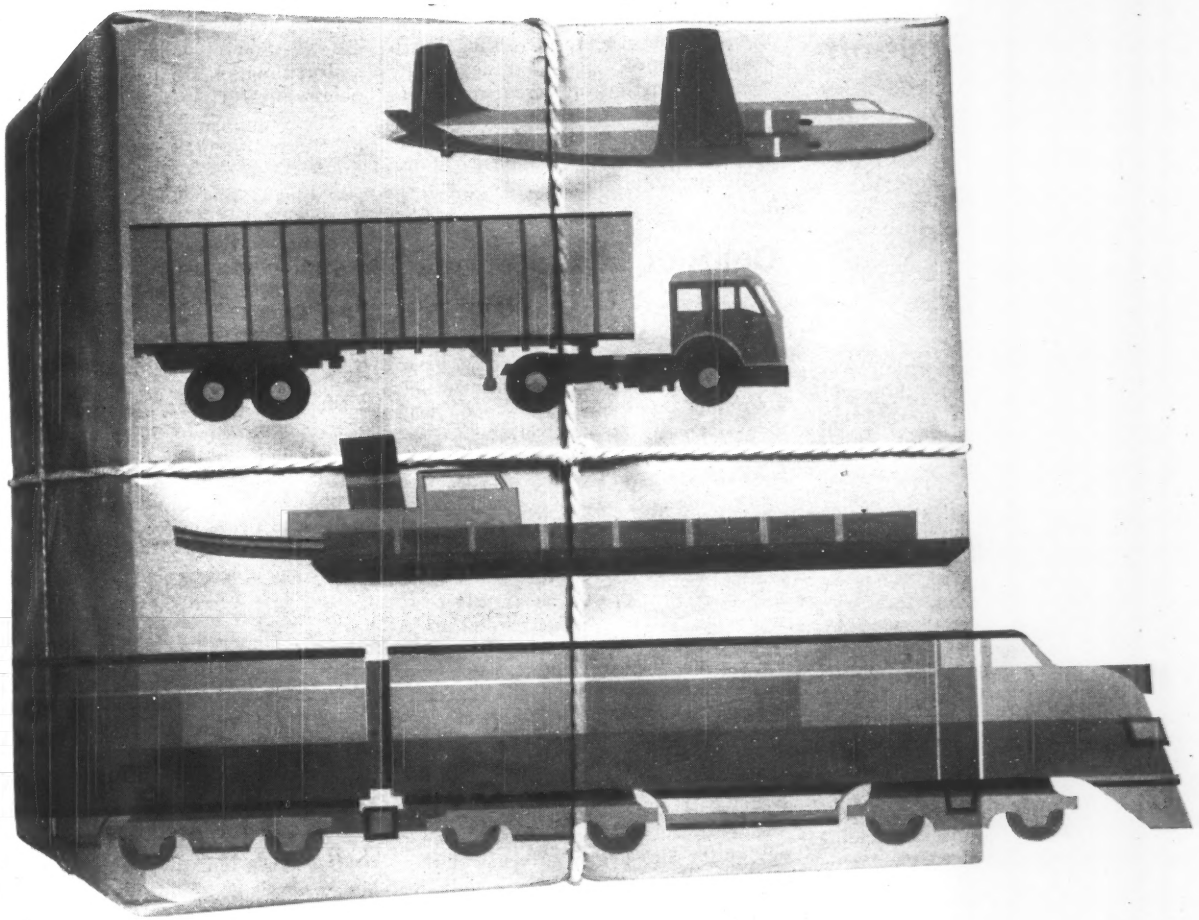
Fewer than a dozen outlets favored the DBA proposal.

Senate group gets Hyde, Kintner names

The re-appointment of FCC Comr. Rosel H. Hyde was placed formally before the Senate Commerce Committee in executive meeting Wednesday (May 13) by Chairman Warren Magnuson (D-Wash.). President Eisenhower sent the Idaho Republican's name to the Senate for confirmation last month to serve his third term on the Commission (AT DEADLINE, April 20).

Presented before the committee at the same time was the appointment of Earl W. Kintner, present general counsel of the Federal Trade Commission, as a member of the FTC. The appointments must be placed before the committee at least two weeks before action, which means that hearings possibly will be held May 27, the next regularly scheduled meeting of the committee.

Sen. Magnuson said this is particularly true of Mr. Kintner's appointment since the present FTC chairman, John W. Gwynne, has resigned and hopes to leave the FTC by June 1.



Needed: "One-Package" Transportation

The many and varied needs of shippers require the use of many and varied "tools" of transportation, including trains, planes, trucks and vessels.

Shippers should be able to call upon one transportation service to supply all of these "tools" of transportation, singly or in combination to fit particular shipping needs.

Railroads want to offer their customers this "one-package" service. But they are not now permitted to do so. Their applications to engage in other forms of transportation, instead of being considered on the same basis as the applications of others, are generally denied or, if granted, are specially restricted because the applicant is a railroad.

Shouldn't railroads be permitted to use the highways, airways and airports and waterways which railroad taxes help build for the use of their competitors? This equality of treatment and opportunity would enable the railroads to provide top quality transportation service at minimum cost. It would benefit shippers and the public alike.

ASSOCIATION OF AMERICAN RAILROADS • *Washington 6, D.C.*

FCC refuses plea to reconsider cut-off

The FCC last week denied a request by Washington communications lawyers that it reconsider its new cut-off procedure in the am broadcast processing line (BROADCASTING, April 13) and dismissed as moot the lawyers' request for stay of the May 16 effective date of the new rules.

The Federal Communications Bar Assn. had told the Commission the order—due to go into effect Saturday (May 16)—violates rights of parties, contains inequities and hardships and also violates Administrative Procedure Act. FCBA was turned down earlier this month in a request for postponement of the new procedure.

FCBA asked that the FCC vacate the cut-off procedure and institute rulemaking proceedings to permit study of best way of accomplishing the objectives.

Objective of the new am processing line procedure is to reduce backlog (over 1,000 applications are pending processing) and to reduce circumstances where continued new applications or amendments to applications require reprocessing of all applications which are involved.

The FCC did not act on a similar request by Assn. of Federal Communications Consulting Engineers holding there should have been a rulemaking procedure and that the FCC's new rules should be treated as "temporary" in nature until the present backlog "emergency" abates. AFCCE held the new cut-off dates should apply to amendments which are in effect new applications seeking competitive advantages, but not to those seeking to resolve or minimize conflicts.

USIA seeks 78% tv budget increase

Greater use of tv is planned by the USIA, which has asked for a 78% increase in appropriations for that media, it was disclosed in testimony before the House Appropriations Committee released today (Monday). The agency asked for an appropriation of $1.26 million for tv activities during fiscal 1960, compared to $681,000 allocated for the current year.

USIA, during hearings held the second week of April, sought a total appropriation of $106.8 million for the fiscal year beginning July 1, compared to $101.8 allocated for 1959. Of the total requested, $19 million is earmarked for the Voice of America, radio arm of USIA, compared to the $18.2 million VOA allocation for 1959.

Television activities of USIA were split from VOA in October 1958 with Romney Wheeler, former NBC European executive, appointed head. Mr. Wheeler said the increased appropriation will permit USIA to expand its tv services to keep in step with the steadily-growing overseas tv audience. Four additional tv staff members are planned, he said.

Conflict in testimony as Mack trial goes on

Government prosecutors in the Mack-Whiteside criminal trial last week raised the question of conflict in the testimony of Mrs. Elaine Wood, head bookkeeper of the Stembler-Shelden Insurance Agency of Miami and witness under subpoena for the prosecution.

The question was raised Thursday (May 14) during one of the frequent bench conferences held out of hearing of the jury. Federal District Judge Burnita S. Matthews said she would read testimony given by Mrs. Wood to a federal grand jury, under direct examination by Justice Dept. lawyers and under cross-examination by defense counsel to determine if the three versions conflict.

Mrs. Wood testified about the payments made to former FCC Comr. Richard A. Mack by the Stembler-Shelden agency while he was a member of the FCC. The government has charged the payments were made to induce Mr. Mack to vote for Public Service Tv, a National Airlines subsidiary, in the FCC's award of ch. 10 to PST.

Government lawyers indicated last week they may not call Charles F. Shelden, secretary of Stembler-Shelden, Jean C. Brawner, senior vice president-treasurer of National Airlines, and Henry B. Taylor, National Airlines employe, for testimony on grounds they are hostile to the prosecution case. Defense counsel said if the government doesn't call them, it will.

Defense counsel Nicholas J. Chase said that in cross-questioning Mrs. Wood he was seeking to remove any suspicion that the payments to Mr. Mack were secret. Mr. Mack and his friend Thurman A. Whiteside, Miami lawyer and owner of the insurance firm, are charged with conspiracy to cause ch. 10 to be awarded to PST.

Opposition reiterated to network rep ukase

The FCC's proposed rulemaking to prohibit networks from representing non-owned stations in the national spot sales field encountered more criticism last week as reply comments were filed by CBS Radio, CBS Radio Spot Sales, CBS Tv Stations, eight tv stations represented nationally by CBS Tv Spot Sales and NBC.

Their comments answered arguments by Stations Representatives Assn. and Edward Petry & Co. favoring the proposed FCC rule (BROADCASTING, May 4). CBS Radio said there is no evidence to justify further proceedings as far as network representation of radio stations is concerned. CBS Radio Spot Sales said SRA wants the radio network to chose between networking or representation, but not both, and charged SRA wants the networks to quit so SRA members can add network radio's $51 million annual revenue to the $170 million national radio spot field.

CBS Tv Stations said SRA's comments were "inaccurate" and disregard the record made in the Barrow Report hearing. It was noted that Petry represents a radio station and a tv station in one market, not commonly owned, yet "fails to suggest a rule" aimed against conflict of interest in this case.

NBC described the SRA and Petry comments as being, like the "conclusions" in the Barrow Report, "theoretical assumptions" that are "unreasonable." If the proposed rule is adopted it will be defective and subject to being set aside on appeal, NBC said.

Petry, in its reply comments, said the FCC has ample legal authority to adopt the rule. Titles II (common carriers) and III (broadcasting) of the Act apply to two types of businesses, not to regulated and non-regulated industries, respectively, Petry said, and the absence of regulations in Title III similar to those in Title II does not indicate Congress intended that business affairs of broadcasters should not be regulated where the public interest is involved. Almost all FCC regulations have "some effect" on broadcasters' business policies and practices, Petry added.

• Government notes

• The Rhode Island Supreme Court has set a June 17 hearing date on the disputed multi-million dollar sale of Providence department store-broadcasting properties of the Outlet Co. The state high court became the battleground for the legal hassle following an appeal from a Superior Court ruling which blocked the sale (BROADCASTING, March 9). Controlling interest in the Outlet Co. (which includes WJAR-AM-TV Providence) is to be sold to New York realtor William Zeckendorf and Denver broadcaster John C. Mullin for $12

million. The sale is contested by Joseph (Dody) Sinclair, general manager of WJAR-AM-TV and grandson of the founder of the department store.

• Ch. 11 KKTV (TV) Colorado Springs, Colo., has been granted a waiver of FCC rules to identify itself as a Pueblo outlet as well.

• WSPD-TV Toledo, Ohio, has been granted a modification of its construction permit to move its transmitter site to about 6.5 miles northeast of Toledo, increase its antenna height from 510 ft. to 1,000 ft., with 182 kw visual and 91.2 kw aural, and make antenna and other equipment changes. The FCC made grant to the ch. 13 station subject to engineering conditions.

• Western Broadcasting Corp.'s petition to make effective immediately a March initial decision favoring the firm's application for ch. 12 Aguadilla, P.R., (BROADCASTING, March 30) was granted last week by the FCC. The grant of the facility to Western reflects a merger between applicants Hector Reichard, Winston-Salem Broadcasting Corp. and a partnership composed of Jose A. Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta. Comr. Frederick Ford dissented in the Commission grant, desiring further exploration of the ramifications of the merger.

• Five bills calling for freedom of information died May 12 as the Texas Legislature ended its sessions. Gov. Price Daniel is on record in favor of a bill requiring open meetings of state bodies but would not state whether he would submit it to a special session starting during the current week. This session is limited to bills presented by the governor.

• The American Veterans of World War II & Korea meeting in Washington May 3 adopted resolutions taking a "vigorous stand" against pay tv and urging amendment of the equal time provision of the Communications Act. Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, was commended "for courageous action in the protection of the public interest in his fight against pay tv.

• False advertising charges against Union Pharmaceutical Co., Bloomfield, N.J., former manufacturer and tv advertiser of Saraka laxative, were ordered dismissed by Federal Trade Commission Hearing Examiner William L. Pack. The FTC complaint charged that Saraka was not effective as claimed in tv commercials. The charges were dropped on the grounds that Saraka is no longer being manufactured, and that Union Pharmaceutical has gone out of business.

. . . and **WOC-TV**

FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET

(Davenport, Iowa — Rock Island — Moline, Illinois)

Here is a 42-county market with a fine balance of rich farming communities and booming industrial centers . . . the largest market between Chicago and Omaha . . . Minneapolis and St. Louis . . . the 47th TV market in the nation.

POPULATION	**1,632,100***
FARM POPULATION	**322,300**
EFFECTIVE BUYING INCOME	**$2,879,387,000***
GROSS FARM INCOME	**$1,213,506,000**
RETAIL SALES	**2,042,037,000***

*Sales Management's "Survey of Buying Power — 1959"

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

WOC Col. B. J. Palmer, President; Ernest C. Sanders, Resident Manager; Pax Shaffer, Sales Manager; Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Please start *my* subscription immediately for—

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name *title/position*

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address

city *zone* *state*

Send to home address — —

* Occupation Required

RADIO-TV HONORS
Safety promoters get Sloan Awards

The Alfred P. Sloan Radio-Television Awards for 1958 were presented last Tuesday evening (May 12) to stations and advertisers for outstanding performance in promoting traffic safety during the year.

Mr. Sloan, president of the Alfred P. Sloan foundation and former chairman of General Motors Corp., presented bronze plaques to the winners during a dinner at the Waldorf-Astoria Hotel in New York. The Triangle group of stations was singled out for noteworthy attention, since the company's radio and tv outlets each won Sloan awards.

The winning outlets were WGN Chicago (over 1 kw, sustaining category), WAVZ New Haven, Conn., (1 kw or less, sustaining category), Triangle Radio Stations (regional radio network, sustaining category), Triangle Tv Stations (special award), KWTV (TV) Oklahoma City (television sustaining category), Canadian Broadcasting Corp. (national tv network sustaining category).

Advertisers who received Sloan Awards were the Metropolitan Life Insurance Co. (national radio network commercial category), General Motors Corp. (tv network commercial category), H. H. Meyer Packing Co., Cincinnati (tv station commercial category), Mutual Insurance Co., Columbia, Mo., (regional radio network commercial category), First National Bank, Lake City, Fla. (under 1 kw radio station commercial category), Hoseth Auto-Electric Co., Rapid City, S.D. (over 1 kw radio station commercial category).

Harold E. Fellows, president of the NAB, told the dinner meeting that the area of safety education "is one in which broadcasters can do a particularly significant job because of the flexibility and penetration of the media which they employ to reach the masses of the people of the nation. In this respect," he said, "when one thinks of 'safety first,' he also thinks of 'broadcasting first' as a major instrument for teaching."

The awards are sponsored by the Sloan Foundation and administered by the National Safety Council. Awards have been presented for 11 years.

Pressed into service • St. Louis' Mayor Raymond R. Tucker (r) pushed a button on a KPLR-TV Ampex unit there April 28 to put programming of the new ch. 11 on the air. Others in the picture (l to r): Harold Koplar, president of 220 Television Inc. (station owner) and vice president-general manager of Chase-Park Plaza Hotels (which house the station); Sam Koplar, president, Chase-Park Plaza, and James L. Caddigan, KPLR-TV executive vice president-program director.

KPLR-TV's studios occupy 16 rooms in the hotels, plus a 64 x 75 ft. sound stage at the rear. Equipment includes two Ampex videotape units (one mobile). A German-made antenna (BROADCASTING, April 6) is on KPLR-TV's tower in Lemay, Mo.

Agency interest in fm cited at PAB meeting

Advertising agencies are deeply interested in fm's achievements and potential, Elliott M. Sanger, executive vice president of WQXR-AM-FM New York, said Thursday (May 14) in an address to the Pennsylvania Assn. of Broadcasters at Bedford Springs.

FCC should encourage new am applicants to apply for fm, Mr. Sanger said, stimulating the spread of fm throughout the country and at the same time preventing overcrowded am frequencies. He contended this crowding is making am reception less useful year by year.

Discussing stereo, Mr. Sanger suggested the sub-channel should not be allowed to deteriorate the sound quality of the main channel. He added that although sale of sub-channel services can help support the main broadcast channel, it should not encourage the broadcaster to neglect his broadcasting function.

RTNDA-ABA talks

A meeting of minds will be sought by Radio Television News Directors Assn. with the American Bar Assn. when their respective groups get together in Washington, D.C., Friday (May 22) to discuss prohibitions against electronic courtroom coverage.

RTNDA's media committee will meet with the nine-member ABA special committee on proposed revision of judicial Canon 35, headed by Whitney Seymour North, New York, ABA president-elect (1961). RTNDA media group members include Ted Koop, CBS, Washington; Julian Goodman, NBC, Washington, and John F. Lewis Jr., WBAL-TV Baltimore. Like NAB, the news directors' organization seeks a relaxation of restrictions on radio-tv access to court proceedings.

ABA committee representatives will be Joseph A. Ball, Long Beach, Calif.; Richard C. Coburn, St. Louis; David A. Nichols, Camden, Me.; Judge Emory H. Niles, Baltimore; Lewis C. Ryan, Syracuse, N.Y.; James L. Shepherd Jr., Houston, Texas; Richard P. Tinkham, Hammond, Ind., and Edward L. Wright, Little Rock, Ark.

Illinois broadcasters win AP news awards

Metropolitan and non-metropolitan station winners in the Illinois Associated Press Radio-Tv Assn.'s annual news competition were announced this past weekend (May 16) at a business meeting held concurrently with the Illinois News Broadcasters Assn. spring session in Carbondale.

Win, place and show finalists in varied categories:

Metropolitan (Chicago) division winners:

Best local regularly scheduled news show: (1) WBBM-TV; (2) WMAQ; (3) WBBM.

Best local regularly scheduled farm show: (1) WBBM; (2) WGN; (3) WGN-TV.

Best local regularly scheduled sports show: (1) WGN; (2) WBBM; (3) WNBQ.

Best local special events coverage: (1) WBBM-TV; (2) WBBM; (3) WMAQ.

Best documentary program: (1) WBBM-TV; (2) WMAQ; (3) WGN-TV.

Best editorial and/or commentary show: (1) WBBM-TV; (2) WMAQ; (3) WNBQ.

Non-metropolitan division winners:

Best local regularly scheduled news program: (1) WTAX Springfield; (2) WSOY Decatur; (3) WVLN Olney.

Best local regularly scheduled farm show: (1) WVLN Olney. (No other winners.)

Best local regularly scheduled sports show: (1) WQUB Galesburg. (No other winners.)

Best local special events coverage: (1) WVLN Olney; (2) WBYS Canton.

Best documentary program: (1) WTAX Springfield; (2) WLPO LaSalle; (3) WSOY Decatur.

Best editorial and/or commentary show: (1) WLPO LaSalle; (2) WBYS Canton; (3) WTAX Springfield.

CBS Inc. 7.5% ahead on 1st quarter books

CBS Inc. last week reported increases in net income and net sales during the first quarter of 1959 as compared to the same period last year. Consolidated net income for the first quarter of this year was $7,932,686 and net sales $111,052,290, as compared with $6,518,039 and $103,296,857 respectively for the 1958 quarter. This represents a 7.5% increase. Current earnings are equivalent to 87 cents per share, as against 83 cents per share for the first quarter of 1958.

CBS Inc.'s board declared a dividend of 30 cents per share on its common stock, payable June 12 to stockholders of record at the close of business on May 29.

Moving in • The Radio Advertising Bureau, New York, made it known Friday (May 15) that over the week-end its sales department would be moving to separate quarters. All RAB sales activities will be centered at this new office at 120 E. 56th St., under Robert Alter, recently named manager of sales administration. The expansion is based on RAB's membership growth: for every $40,000 in new revenue, one account executive is added to the staff. Membership is said to have come up by 100 stations in the past two months, and is expected to hit 1,000 in June. Most of RAB's national sales staff was present for the pictured briefing in their new quarters, some sitting on their presentation kits. The sales executives (l to r): Donald Anderson, drugs and cosmetics; Rowland Varley, groceries; Robert Coppinger, automotive; Jack Brennan, groceries; Mr. Alter; Irving Trachtenberg and Jack Lazarus, both hard lines, and Ron L. Manders, administrative assistant. Donald McDonald, drugs and cosmetics, was on the road at the time.

Editorial prestige

Judicious use of the broadcast editorial will increase the prestige and integrity of broadcasting, Howard H. Bell, NAB assistant to the president, said Thursday (May 14) in an address to the Nebraska Broadcasters Assn. in Lincoln. But he warned, "If you do not have the competent personnel and the time to do the job properly, don't editorialize."

In a May 13 talk to the Iowa Broadcasters Assn. at Des Moines, Mr. Bell called on broadcasters to help curb "the dangerous trend in government to conduct the people's business behind closed doors." He said the courts, by following Canon 35 of the American Bar Assn., "have been primary obstacles to a free press by refusing radio and tv the right to cover their proceedings."

Editorial challenge: Radio Month ad topic

Radio and tv are targets of extensive criticism "because they lack a full appreciation of editorial responsibility," according to Sol Taishoff, editor and publisher of BROADCASTING. Addressing the May 12 Radio Month luncheon of the Washington Ad Club, he said the broadcast media must extricate themselves from this "concentrated and incessant criticism."

Editorializing is "the new and last frontier for electronic journalism," Mr. Taishoff said in urging broadcasters to fulfill their editorial responsibilities. "The reason newspapers are not abused in similar fashion is that they long ago earned a status of respect which discouraged irresponsible abusers," he explained. "They earned it by thinking of themselves as deserving it. They were so persuaded of their own mission and its importance to the public good that in time they persuaded the

public of it."

Broadcasters must develop an editorial point of view about themselves and their profession before they can develop one about the world at large, Mr. Taishoff said. The second step, he continued, is willingness to assume that responsibilitiy. Finally the profession must recapture from government the authority to exercise responsibility, he said, citing the 10-year history of the FCC's editorializing ground rules and their encouragement to critics of the electronic media.

New house in KELO-land • Dedication ceremonies heralding the opening of new headquarters of KELO-AM-TV Sioux Falls, S.D., took place Saturday (May 8). With equipment, the cost of building is estimated at more than $750,000. It houses three radio and tv studios, is completely air-conditioned and contains a Community Room for use by sponsors for dealer and sales meetings and by civic and community organizations.

Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

• WHRV Ann Arbor, Mich.: Sold to the Zanesville (Ohio) Publishing Co. by Charles H. Mayne and John C. Emery Jr. for $300,000. The Zanesville Publishing Co. controls WHIZ-AM-TV Zanesville and owns WTAP (TV) Parkersburg, W. Va. The firm publishes three Zanesville papers: *The Times Recorder, The Zanesville Signal* and the *Sunday Times Signal*. The sale was handled by Howard S. Frazier Inc. WHRV is on 1600 kc with 1 kw, directional.

• WPOW New York, N.Y.: Sold by Tele-Broadcasters of New York Inc. (H. Scott Killgore) to John M. Camp (president of Wheaton, Ill., advertising agency of same name, specializing in religious advertising) for $250,000. Tele-Broadcasters stations are KALI Pasadena, Calif., WPOP Hartford, Conn., and KUDL Kansas City, Mo. The sale was handled by Blackburn & Co. WPOW is on 1330 kc with 5 kw, sharing time with WEVD New York.

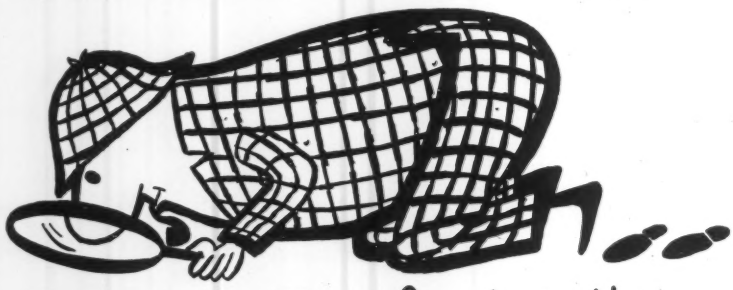
• WBUT-AM-FM Butler, Pa.: Sold by J. Patrick Beacom to James S. Beattie, Washington advertising agencyman, and Klon O. Row, Washington manufacturers' representative for $135,000. Mr. Beacom will retain 10%. The sale was handled by Hamilton-Landis. WBUT is 250 w daytimer on 1050 kc. WBUT-FM is 720 w on 97.7 mc.

• WFAM-TV Lafayette, Ind.: Sold by E.J. Bannon and associates to Sarkes Tarzian Inc. (WTTV [TV] Bloomington-Indianapolis, WPTA [TV] Fort Wayne and is applicant for ch. 13 Bowling Green, Ky.), for $65,000 for equipment. WFAM-TV operates on ch. 59 but holds cp to move to ch. 18. Station asked FCC May 8 for permission to go dark. WASK Lafayette, companion to WFAM-TV, is not involved in sale.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 97).*

• KERO-TV Bakersfield, KFMB-AM-TV San Diego, both California: Transcontinent Television Corp. and Marietta Broadcasting Inc. (former owner) combined into new $30 million Transcontinent set-up (see story, page 74). KERO-TV is on ch. 10 and is affiliated primarily with NBC-TV. KFMB-TV is on ch. 8 and is affiliated primarily with CBS-TV. KFMB is on 540 kc with 5 kw, directional night.

• WKTC Charlotte, N.C.: Sold to J. Olin Tice, Sr. and Jr. by T.C. Wood, Jr. and R.D. Kennerly for $120,000. J.



everyone isn't a Sherlock Holmes

. . . and can't be expected to know everything about a potential property buy. That's where your broker performs a service. His staff is trained and specializes in thorough investigation of all listed properties. You can see the complete picture and analyze it thoroughly. For completeness in negotiations contact:

Blackburn & Company

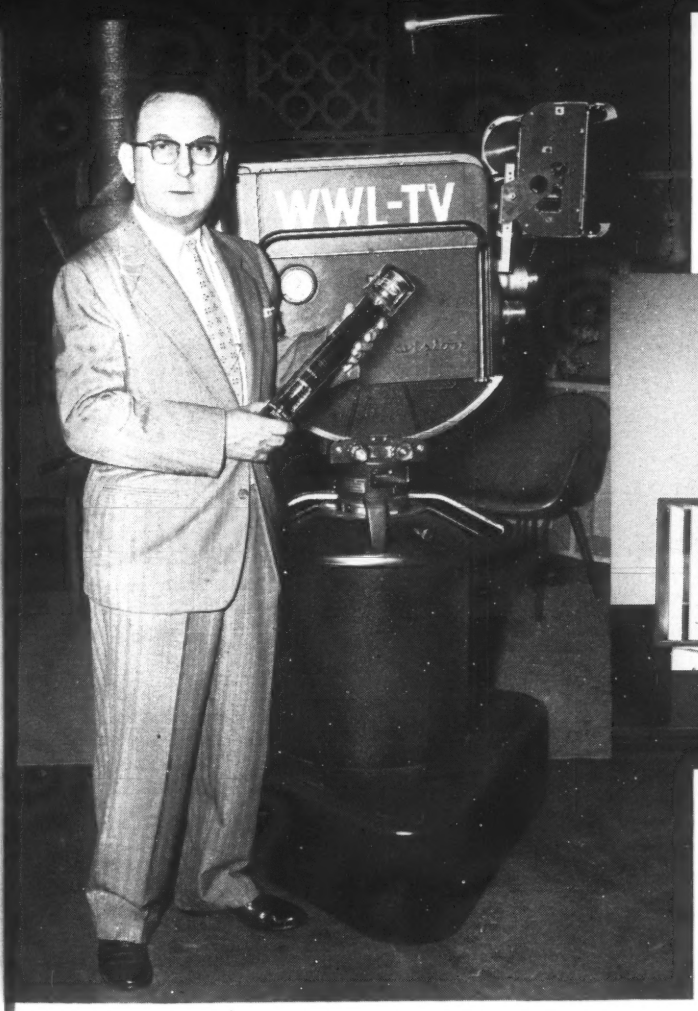
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

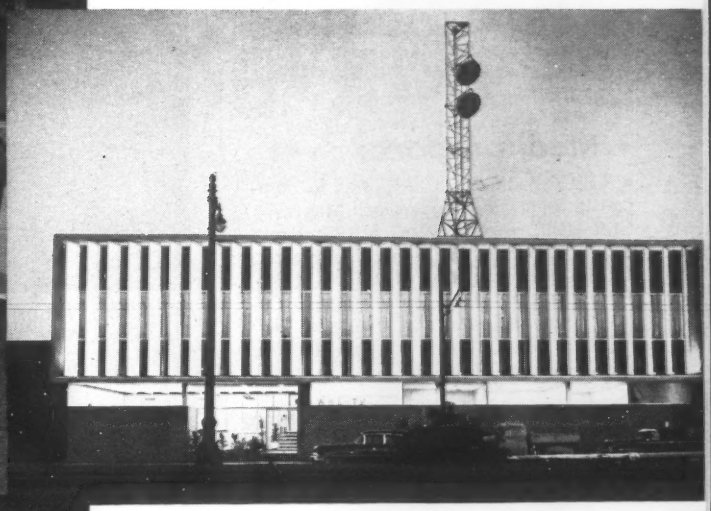
MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



CHANNEL 4 WWL TV
NEW ORLEANS



J. D. BLOOM, Director of Engineering, Station WWL-TV, New Orleans

Says:

"This G-E tube has logged over 3,000 hours . . . and resolution still is good!"

"Maybe 3,016 hours in regular studio service isn't the record for a camera tube, but it's mighty close to one! And this long-lived GL-5820 still gives clear, sharp pictures.

"Divide the cost of a camera tube by that many hours of service, and replacement expense nose-dives. WWL-TV doesn't expect, or get, such exceptional tube life across the board, but our General Electric camera tubes over-all have plenty of extra hours to their credit.

"We like the quality built into them, their reliability, the savings they put on our operating ledger. Count us as sold on the value of G-E tubes—count WWL-TV's large audience as sold on their fine performance!"

* * *

Bring *your* costs down, your picture quality up! Ask your nearby General Electric tube distributor . . . today . . . for the facts on G-E Broadcast-Designed camera tubes! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

2-312-201

Olin Tice, Jr. had an interest in WBLR Batesburg, S.C. (see below) and has interests in WMYR Myrtle Beach, S.C., WKEN Dover, Del., and (with his father) WCAY Cayce, S.C. WKTC is on 1310 kc with 1 kw, day.

• WBLR Batesburg, S.C.: Sold to H. Edward and Harriett M. Crapps by J. Olin Tice Jr. (see sale of WKTC, above) and others for $70,000. WBLR is on 1430 kc with 5 kw, day.

• Media reports

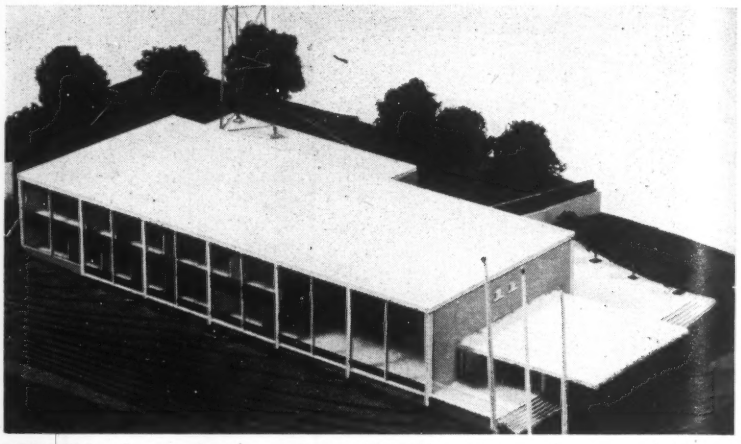
• KEZY Anaheim, Calif., was to commence operation yesterday (May 17). Cliff Gill, formerly of KBIG Santa Catalina, Calif., is general manager. Ira Laufer, formerly of KFOX Long Beach, Calif., is sales manager. Offices and studios are in the local Disneyland Hotel. KEZY is on 1190 kc with 1 kw.

• WQXR-AM-FM New York is cutting the number of spot advertising availabilities and raising rates. When rate card No. 17 takes effect June 1 there will be 300 fewer spots to be had per week, and they will cost approximately 20% more.

• ABC Radio gained a new Oregon affiliate last week with the signing of KRXL Roseburg. Mrs. Iris Rose Helliwell is general manager and program director of the 250 w, 1240 kc station.

• Television Bureau of Advertising drew a record crowd at the first six sales clinics staged this year with over 300 station representative executives in attendance, and more than 70 stations represented. Largest attendance for the 1959 sales clinics, which began May 5 at Winston-Salem and will conclude June 11 in Salt Lake City, was in Chicago, with more than 100 executives attending.

• KYW Cleveland, Ohio, has dropped *Traffic Court* following a ruling by the ethics committee of the Cleveland Bar Assn. that broadcasting proceedings in a local court violates the American Bar Assn.'s Canon 35 (prohibiting microphones and cameras tv in court rooms). *Traffic Court* was heard twice weekly. It won KYW an Alfred P. Sloan Award for traffic safety achievement.



KGUL-TV's future home • Ground-breaking ceremonies were held last Thursday (May 14) for the new studios (model above) to be built for KGUL-TV Houston, Corinthian Broadcasting Corp. outlet. Cost was said to be close to $1 million.

• The two-month old *New York Herald Tribune* Radio Network has added its fourth station, WFYI (formerly WKIT) Mineola, N.Y. The network receives news and features over leased-wire teletype facilities from the *Herald Tribune* editorial rooms. Other stations include WVIP Mt. Kisco, WVOX New Rochelle and WGHQ Saugerties, all New York.

• KHON Honolulu has changed call letters to KPOI.

• XETV (TV) Tijuana-San Diego has increased power to the maximum 100 kw.

• Noncommercial-educational WGBH-TV Cambridge, Mass., has become an Assn. of Maximum Service Telecasters member.

• KUBO San Antonio is the new call of KIWW. The station also increased power (250 w to 5 kw) and changed frequency (1540 kc to 1310 kc).

• WTMJ-FM Milwaukee commences operation June 1. It will broadcast 2:30-11 p.m. on 94.1 mc. WTMJ-FM is owned by The Journal Co. (WTMJ-AM-TV Milwaukee). Maurice Kipen, WTMJ salesman, is named the new station's sales executive. WTMJ-FM's area contains about 98,000 fm homes.

• KGB San Diego, Calif., has affiliated with ABC Radio. Marion R. Harris is president-general manager of the 1 kw facility which operates on 1360 kc.

• The Bolling Co. national radio-tv station representative has opened new offices in Denver, Memphis and Atlanta. In charge of the Denver office is Mary A. Briley. Address: 260 Denver Club Building. Telephone: Cherry 4-7463. The Bolling location in Memphis is 2158 Union Avenue Building; Telephone: Broadway 2-7503. The Atlanta office is in the William-Oliver Building, 32 Peachtree St., N.W.; Telephone: Jackson 5-7930. Cecil K. Beaver is in charge of southeastern operations.

• A Silver Anvil public relations award was given NBC by the American Public Relations Assn. at its 15th annual national conference in Hollywood Beach, Fla., last week. Among a total of 43 awards was one to Lever Bros., in the field of distribution and marketing, and another to Ralston Purina Co. for p.r. work with educational institutions and organizations.

• WHAS-TV Louisville received the sole Kentucky AP award this year for "outstanding leadership in all phases of reporting . . ."

"ANATOMY OF SOVIET COMMUNISM"

The *First* Comprehensive Documentary Radio Series (thirteen 25-minute segments) analyzing events in the Soviet Union since the Communists' takeover in 1917.

Recently broadcast by the Mutual Network, this authoritative primer on the Communist experiment is now available at cost to stations (exclusive in your area), schools, discussion groups, and other interested organizations. Format permits commercial sponsorship.

Series features actual voices of Lenin, Stalin, Khrushchev, and other Soviet leaders as well as former Soviet students, workers, scientists, concentration camp inmates, and others. Another continuing feature: Radio Moscow broadcasts monitored by this program's special listening post on the U.S.S.R. Produced and narrated by Robert Cody for The Institute for Study of the U.S.S.R., a leading body of former Soviet scholars exiled from the U.S.S.R.

Ben Gross, New York *Daily News*: *"Anyone who wishes to know what Soviet Russia is like today . . . ought, by all means, tune in . . . I recommend it highly as both interesting and informative listening."*

BROADCASTING: *". . . highly informative . . . outlines twists and turns of Soviet foreign policy . . ."*

For further details, write or wire

Robert Cody, Institute for Study of the U.S.S.R.

1657 Broadway, New York 19, New York

MOVEMENT

Up and down and across the U.S., trucks keep up a steady, night and day movement of goods of all kinds . . . Serving farm and city, housewife and industrialist, trucks provide many advantages, the greatest of which is *mobility:* the ability to deliver the goods *where* and *when* they're needed—and *quickly!*

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

FATES & FORTUNES

Advertisers

• ERNEST P. ZOBIAN, vp, Vicks Chemical Co., N.Y., placed in charge of over-all advertising strategy for colds products. ALBERT J. ELIAS, vp, to direct merchandising, sales and sales promotion.

• MARTIN R. ROSENBUSH, formerly advertising manager of Hamilton Industries (home furnishings), appointed sales promotion and advertising manager of Pennington Press, new Chicago-based publishing house.

Agencies

MR. DILLON

• CLIFFORD DILLON, vp and former assistant creative director of Compton Adv., N.Y., appointed chairman of newly-formed creative board at Compton. Mr. Dillon was formerly with Sullivan, Stauffer, Colwell & Bayles, N.Y., and copy group head and member of plans board of J. Walter Thompson Co., N.Y.

• RICHARD H. WHIDDEN, account executive on General Mills, at Dancer-Fitzgerald-Sample, N.Y., named vp.

• EDWARD J. GARVEY, formerly director of textile and home furnishings division, J. M. Mathes, N.Y., to Lennen & Newell, that city, as vp and account executive.

MR. EDINGER

• MARSHALL EDINGER, formerly media director of Grant, Schwenck & Baker, Chicago, to Phillips & Cherbo, that city, as vp and media director.

• RICHARD D. CRISP, director of marketing, Guild, Bascom & Bonfigli, S.F., elected vp.

• PAUL FREYD, director of marketing, BBDO, N.Y., and ROBERT J. (BUD) STEFAN, manager of agency's Hollywood office, named vps.

• RAYMOND F. GOMBER, vp of Compton Adv., N.Y., named director of new midwest business and industrial division, with headquarters in Chicago.

• WILLIAM J. REESE, account executive, Friend-Reiss Adv., N.Y., appointed director of radio and tv.

• ROBERT RESOR, national coordinator of Electric Companies public information program, elected vp, Bozell & Jacobs, N.Y.

• FRANKLYN DYSON, HENRY COVINGTON and ERNEST BYFIELD, account executives at Ellington & Co., N.Y., elected vps.

• MRS. RUTH G. GRAZE promoted from senior account executive to vp of Alvin Epstein Adv., Washington.

• JOSEPH E. DOOLEY, account executive, Lewis & Gilman, Phila., named director of publicity.

• NICHOLAS J. MARSOUKAS, formerly handling manager of Magna Theatre Corp., to Seklemian, Phillips & North, N.Y., as department head of creative advertising and special public relations campaigns.

• HERBERT GREENWALD, formerly vp and executive art director, Amos Parrish & Co., N.Y., has formed his own organization, Herbert Greenwald Assoc., N.Y., which offers sales promotion services in retail field.

• LODZIA H. SONSARA, formerly continuity director of WNTA-TV, Newark, N.J., to Levy Adv., that city, as director of copy department.

• ROBERT W. HORA, LYMAN S. BROCKWAY and RALPH CAVAN named group art directors of Klau-Van Pietersom-Dunlap, Milwaukee. PIERCE DUNKLEBERGER appointed art director for collateral material.

• BUDD HEMMICK, formerly art director of *Good Housekeeping* magazine, to Kenyon & Eckhardt, N.Y., as executive art director. PHILIP EARNEST, studio manager, K & E, named art and studio manager, New York office.

• BETTY THOMAS, formerly of Donahue & Coe, L.A., has been named head of new food division of Grant Adv., headquartering in agency's Los Angeles office.

• FRED CAMMANN, formerly commercial producer, Young & Rubicam, N.Y., to Compton Adv., that city, as tv commercial producer.

• RUDOLPH R. PERZ appointed tv film copy supervisor, and CARL K. HIXON, copy supervisor, of Leo Burnett, Chicago.

• DONALD K. BLACKBURN named copy supervisor of Tatham-Laird, Chicago.

• WILLIAM CALLENDER, formerly vp and copy group head, William Esty & Co., N.Y., to Dancer-Fitzgerald-Sample, that city, as copy supervisor.

• RICHARD N. JORGENSON, who headed his own business as publishers' representative in Simsbury, Conn., joins K. C. Shenton Co., Hartford, Conn., as account executive.

• EARL J. OBERMEYER, formerly assistant to vp-advertising and marketing, Wildroot Corp., N.Y., to Sullivan, Stauffer, Colwell & Bayles, that city, as account executive.

• EDWARD GAMRIN and DON M. FERRULL, both formerly of Benton & Bowles, N.Y., to Harlan C. Oakes & Assoc. in its San Francisco office. HUGH WALLACE, formerly commercial manager of KACE-AM-FM Riverside, Calif., to Los Angeles office of agency.

• NORMAN E. KANGAS, formerly of J. Walter Thompson, Chicago, to account management staff of Waldie & Briggs, that city.

• WILLIAM A. OKESON, formerly copywriter of BBDO, Chicago, to Clinton E. Frank, that city, in similar capacity.

• JACK LANDIS, formerly manager, research development, NBC, to J. Walter Thompson, N.Y., as member of research department.

Networks

• HAROLD GEARY, supervisor of IBM Card-A-Type unit, ABC, appointed account representative, tv station clearance department, ABC-TV. Other ABC-TV appointments: STU ULLMAN, who assisted Mr. Geary in former capacity, continues as his assistant in new assignment, and ROBERT BURTON, formerly time buyer, Ted Bates, N.Y., named assistant account representative.

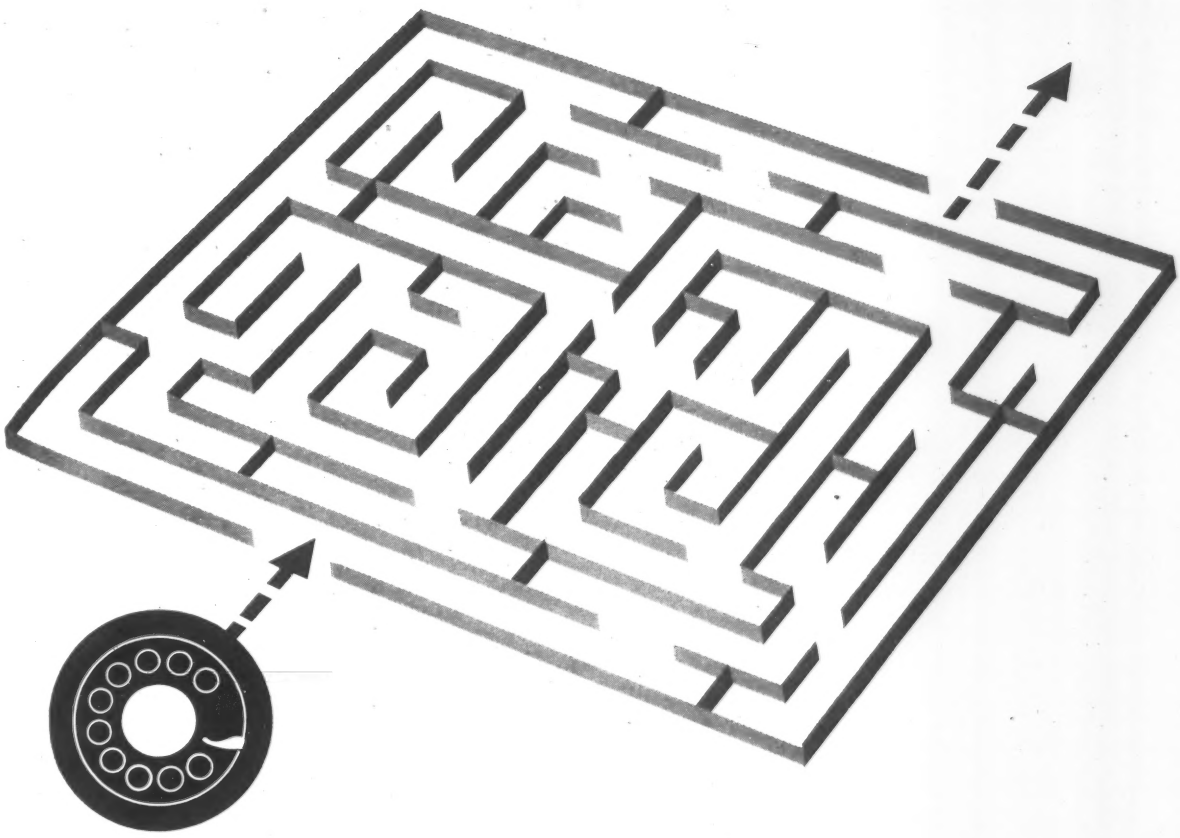
• WILLIAM S. ASIP, account executive, ABC Film Sales, joins ABC Radio, in similar capacity.

• RUSSELL JONES, Pulitzer Prize winner while European correspondent for UPI, transfers to Washington staff of CBS News from New York.

• ROBERT H. FLEMING, Washington correspondent of ABC-TV, honored by University of Wisconsin for "distinguished journalistic service." WALTER G. HORNADAY, Washington bureau chief of *Dallas Morning News*, (WFAA-AM-TV) similarly cited.

Stations

• JAMES H. FOSTER, formerly president of Foster & Homes, Dallas beverage distributors, named financial vp of McLendon Corp., that city. McLendon stations are KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas; KEEL



Automation cut its teeth on the telephone

...how ITT's early work in telephony aided the advancement of automation

The dial telephone exchange was one of the first examples! Today, automatic switching and new electronic techniques for automation are altering the operations of virtually every business and industry.

It was natural that ITT System companies, pioneers in the first, should be leaders in the second.

Customers have ranged from mail-order houses, railroads, libraries and oil companies to the air forces of several NATO governments.

There have been dramatic results.

One example is the automatic check-processing system developed by ITT System companies for one of the nation's largest banks. It codes, sorts and verifies checks. It performs all normal bookkeeping and accounting operations for demand deposits.

Another is the automation system for a large steel mill which records the program of requirements for every job, then feeds back information to production control centers as each phase is completed.

Still another: the first automatic U.S. post office, now under construction in Providence, Rhode Island.

Hundreds of others could be cited. Each required a complete understanding of automation from the design of a simple switch to the functioning of a fully-integrated electronic complex.

The ITT System has many specialists in this field. Among them: Intelex Systems Incorporated in retained-document automation; Kellogg Switchboard and Supply Company in automatic switching; Airmatic Systems Corporation in automatic-switch pneumatic tube and document conveyor systems; and ITT Federal Division in automatic test equipment, both military and industrial. ITT's European subsidiaries add to this experience.

To learn more about ITT's abilities in the area of automation, write for further information.

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 101 research and manufacturing units, 14 operating companies and 130,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N.Y.

ITT COMPONENTS DIVISION • ITT FEDERAL DIVISION • ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS INCORPORATED AIRMATIC SYSTEMS CORPORATION • KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • FEDERAL ELECTRIC CORPORATION • ITT COMMUNICATION SYSTEMS, INC. • INTERNATIONAL ELECTRIC CORPORATION • INTERNATIONAL STANDARD ELECTRIC CORPORATION • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

LET AN ADVERTISING AGENCY PUT THE SALES PIECES TOGETHER FOR YOU!

Printed in cooperation with better advertising agency business practices advocated by the—

Western States Advertising Agencies Association

Shreveport, La.; WAKY Louisville, Ky., and KABL San Francisco.

MR. WOODWARD

• WARREN G. WOODWARD, formerly executive vp of Southwestern Savings & Loan Assn. of Houston, elected vp in charge of personnel management and station relations of LBJ Co. (KTBC-AM-TV Austin, Tex.). Mr. Woodward will also serve as director of department of merchandising and promotion. MRS. JOYCE WILSON, formerly of Winn-McLane Assoc. Adv., Austin, named his assistant.

• LEW BREYER, formerly northwest division manager of Bernard L. Schubert Tv Productions, appointed executive vp of WXIX (TV) Milwaukee. Mr. Breyer will serve as sales manager and film buyer.

• ROSS BEVILLE, vp of engineering of WWDC-AM-FM Washington, assumes additional duties of supervision of labor relations, direction of personnel procedure and supervision of new purchasing controls.

• TODD BRANSON, formerly midwest sales manager of Community Club Awards, Chicago, appointed general manager of WFOX Milwaukee.

• NORMAN W. LOFTHUS, with KCMJ Palm Springs, Calif., past seven years and general manager before station changed ownership in 1958, named general manager again.

MR. MCNAMARA

• JIM MCNAMARA, national sales manager of WALA-AM-TV Mobile, Ala., adds duties of assistant general manager of both stations.

• VIRGIL B. WOLFF, sales representative of KYW-TV Cleveland past 2½ years, named assistant manager.

• MARJORIE C. SCANLAN, formerly timebuyer of Kudner Agency, N.Y., to WSUN-AM-TV St. Petersburg, Fla., as supervisor of sales development.

• HERSCHEL R. CARY, sales manager of KIMA-TV Yakima, Wash., has taken same post at KTNT-TV Seattle-Tacoma, Wash. WILLIAM GREENE of KTNT-TV sales staff promoted to local sales manager.

• WARREN MARSHALL, formerly assistant general manager of KGHL-TV Billings, Mont., appointed director of local sales of WTVR (TV) Richmond, Va.

• WALTER JOHNSON, WTIC-AM-TV Hartford, elected president of Connecticut Assoc. of Broadcasters. Other officers: PETER KENNEY, WNBC (TV) New Britain, vp, and JOHN ELLINGER, WNAB Bridgeport, secretary-treasurer. New directors: SYDNEY E. BYRNES, WADS Ansonia, and WILLIAM O'BRIEN, WCNX Middletown.

• PAUL LOYET, WHO Des Moines, elected president of Iowa Broadcasters Assn., succeeding GEORGE VOLGER, KWPC Muscatine. Other officers: KEN HASTIE, WMT Cedar Rapids, vp and ROBERT ERICKSON, treasurer. JIM DUNCAN, Drake U., hired as fulltime secretary and publicist for one year starting June 1.

• LARRY J. THOMAS, account executive of KUDE Oceanside, Calif., named sales manager.

MR. POWELL

• WALTER R. POWELL, 46, NAB attorney, died May 13 in Doctors Hospital, Washington, after recurrence of heart ailment. He had been discharged from hospital earlier in week but suffered attack few hours before death. Mr. Powell was chief of FCC Broadcast Bureau's renewal-transfer division before joining NAB in 1955.

• NATHAN M. ABRAMSON, 68, founder and head of entertainment department of WOR New York, died May 12 following heart attack at his Manhattan home. Mr. Abramson was also chairman, welfare trust fund, American Guild of Variety Artists.

• FRANK P. REDFIELD, sales manager of KOB Albuquerque, N.M., died May 13 of injuries sustained in auto accident same evening. Mr. Redfield, former president of Western Broadcasting Co. (KIFN Phoenix and KLOS Albuquerque) is survived by his wife, Virginia; four children; and brother, John Redfield, of KIFN.

• MRS. DOROTHY ADAIR WILLIAMS, 34, daughter of John W. Guider, former Washington communications attorney and more recently New Hampshire broadcaster, died May 10 in Washington of respiratory illness. Mrs. Williams was wife of Washington attorney Edward Bennett Williams.

• JACK MEYERS, production manager of KABC-AM-FM Los Angeles and of ABC's western division radio network, promoted to program director.

• ALLEN C. ANTHONY, veteran network announcer who was host or announcer on such radio-tv programs as *Stop the Music*, *Inner Sanctum* and *Father Knows Best*, joins WAGA-TV Atlanta as director of air personnel.

• BOB CHAMBERS, chief engineer of

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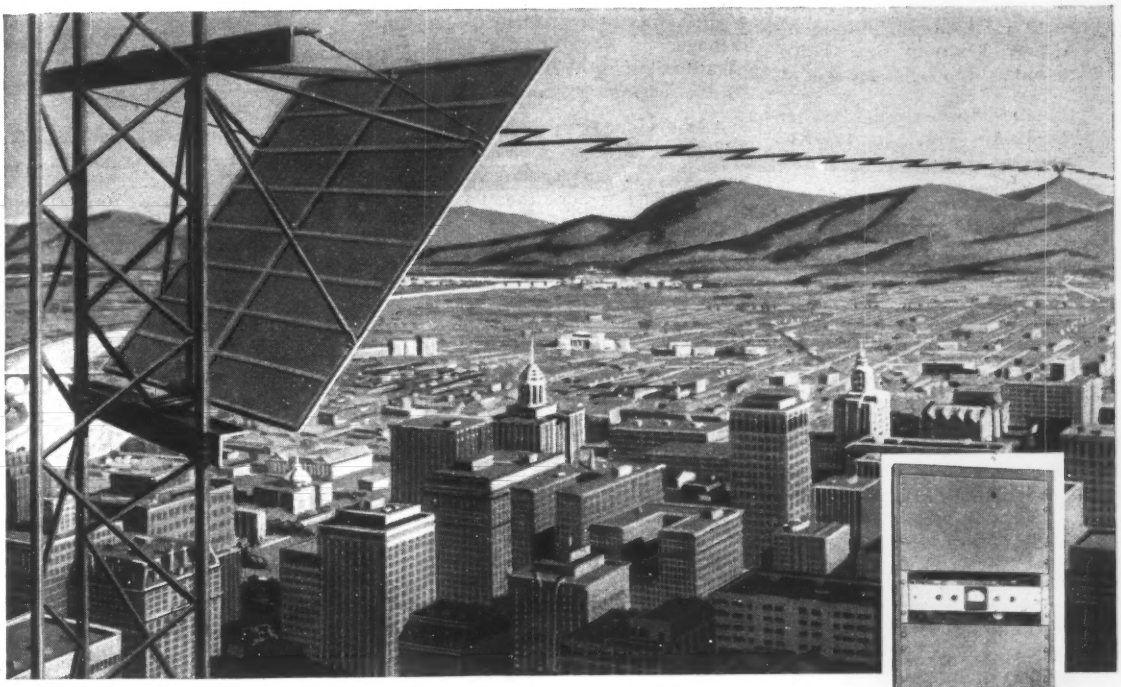

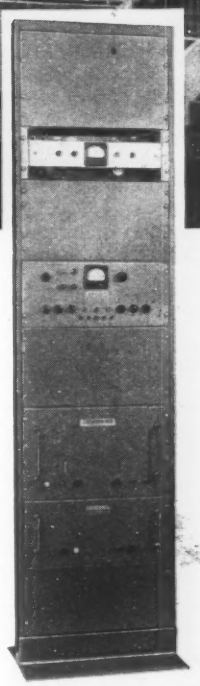

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KIXX Provo, Utah, to KSFR (FM) San Francisco.

• J.R. (DICK) HACKNEY, formerly advertising and sales promotion manager of General Appliance Co., Omaha, Neb., to WOW, that city, as promotion manager.

• DORIS GULICK, daughter of J. Robert Gulick, Steinman stations, fatally injured May 12 in mid-air explosion of Capital Airlines Viscount near Baltimore. Miss Gulick was flight stewardess.

• DON HICKMAN, formerly part owner of WTUC Union City, to WDXN Clarksville, both Tennessee.

• DON PERAZZO, account executive of KBON Omaha, Neb., named sales manager. JOE HOLCOMB, formerly of KOWH Omaha, to KBON as program director.

• FRANK HARMS, formerly general manager of now dark WNED-TV Buffalo, N.Y., appointed director of programs of WRCV-TV Philadelphia.

• FRED GARDELLA, general manager of WBNC Conway, N.H., to WKCB-WKCQ (FM) Berlin, N.H., as director of station services. CONRAD (DON) LAFRANCE, news editor of WSMN Nashua, N.H., to WKCB-WKCQ in similar capacity.

• RICHARD DUDLEY, WSAU Wausau, Wis., elected treasurer of Wisconsin Broadcasters Assn., succeeding JEANNE DONALD, WTCH Shawano, resigned.

• BERNIE ROSEN, sports producer of WTVJ (TV) Miami, adds duties of assistant sports director.

MR. SHEEAN

• J. VINCENT SHEEAN, author and veteran foreign correspondent, joins Westinghouse Broadcasting Co. as special Far Eastern correspondent. Mr. Sheean's initial base of operations will be New Delhi, India.

• GEORGE J. HOFFMAN, formerly news manager of WWCA Gary, Ind., named news director of WTAC Flint, Mich.

• TOM BRUENING promoted from floor manager to director of WKRC-TV Cincinnati. MRS. YVONNE WRIGHT and MRS. PHYLLIS SCHAEFER to continuity and traffic managers, respectively, of WKRC-AM-FM.

• ALVIN HENDRICKS, formerly account executive of WISH-TV Milwaukee, to WFBM-TV Indianapolis in similar capacity.

• JACK BEVERIDGE, sportscaster of KOOL-TV Phoenix, Ariz., adds duties of account executive.

• PAUL T. SCHEINER, formerly account executive of KTVU (TV) Oakland, Calif., to KPIX (TV) San Francisco in similar capacity. LEN HANSEN, floor manager, named on-air promotion producer of KPIX.

• DICK JANSSEN, formerly personnel manager of Royal Castle restaurants, Cleveland, joins WHK-AM-FM Cleveland as account executive.

• ANTHONY (TUT) PERRY, formerly operations director of WCDL Carbondale, Pa., named account executive of WGBI-AM-FM Scranton, Pa.

• VINTON P. FROST, vp of John C. Lindsay Assoc., architect-engineer firm, has joined KLAC Los Angeles as account executive.

• JOHN K. CHAPEL joins KABL San Francisco as newsman.

• DENSON WALKER, formerly of Branham Co., Dallas, publishers representative, to WFAA-TV, that city, on local sales staff.

• BOB MITCHELL joins WIBG Philadelphia as air personality, news and sportscaster.

• LON BACKMAN, formerly news director of WCMS Norfolk, to news staff of WRVA-AM-FM Richmond, both Virginia.

• RAY JAMES, formerly news director of WCHS-TV Charleston, W.Va., to news staff of WDAF-AM-TV Kansas City.

• J. PATRICK COLLINS, cameraman of WAKR-TV Akron, to WLWD (TV) Dayton, both Ohio, as member of engineering staff.

• BILL SANDBERG to sales staff of WLOL-AM-FM Minneapolis-St. Paul. RUSS MOORE joins that station as air personality.

• JACK REYNOLDS joins WSAI Cincinnati as air personality.

• JIM HOLT, formerly program director of WICE Providence, R.I., to WBZ-AM-FM Boston as air personality.

• ROSS SMITHERMAN returns to WALA Mobile, Ala., as air personality after absence of two years.

• TED ARNOLD, formerly of WZOK-AM-FM Jacksonville, Fla., to WYDE Birmingham, Ala., as air personality.

• ARTHUR CLARK, formerly freelance personality in New York, to KUEQ Phoenix, Ariz., as air personality and newscaster.

• BILL SCOTT, formerly air personality of WDSM-AM-TV Superior, Wis., to KILT Houston in similar capacity.

• MIKE CRAWFORD joins KOMY Watsonville, Calif., as staff announcer.

• LYNDA SHORE, formerly of Prudential Insurance Co., has joined traffic department of KBIG Avalon (Catalina) Calif., succeeding JENNY KERNAN, resigned.

Representatives

• GEORGE FAUST, account executive, CBS-TV Spot Sales, N.Y., appointed manager, Los Angeles office.

• ROBERT E. GALEN, formerly director of research and sales development, McGavren-Quinn, station representative, N.Y., to John Blair & Co., that city, as radio-research director. Assisting Mr. Galen will be FRANCES SWEAT, formerly of N.C. Rorabaugh Co., N.Y.

• ROGER O'SULLIVAN, assistant secretary, Avery-Knodel, elected president of Station Representatives Assn., Chicago chapter. Other officers: THOMAS TAYLOR, account executive, Peters, Griffin, Woodward, vp; FRENCH EASON, in charge of radio sales, H-R Representatives, treasurer, and CHARLES COMPTON, mid west manager of sales development, The Meeker Co., secretary.

• CHARLES C. ALLEN, formerly assistant account executive, BBDO, N.Y., to Blair-Tv, that city, in charge of research and merchandising.

• ROBERT H. PEREZ, account executive, CBS Television Spot Sales, Chicago, to New York office.

• DAVID E. HENDERSON, broadcast supervisor of Gray and Rogers Adv., Phila., to Television Adv. Representatives, N.Y., as account executive.

• HERBERT S. BRIGGIN, formerly sales service manager of KMPC Los Angeles, to Los Angeles office of Am Radio Sales Co. as account executive.

• ROBERT J. MCCARTHY, formerly on local tv sales staff, NBC, Chicago, to Am Radio Sales, that city, as account executive.

• EDWARD J. DILLON, formerly sales account executive of WOR-TV, New York, to Television Adv. Representatives, that city, as account executive.

Programming

• ELY A. LANDAU, chairman of National Telefilm Assoc., elected senior vp of parent company, National Theatres Inc., L.A. Other NTI officers: OLIVER A. UNGER (continuing as president of NTA) as first vp, and M. SPEN-

CER LEVE (continuing as vp of theatre operations of National Theatres Amusement Corp.) as vp.

• JAY WILLIAMS, formerly president of Jay Williams Assoc., N.Y., form distribution company, appointed vp in charge of Flamingo Films International, newly-organized unit of Flamingo Telefilm Sales, N.Y.

• PERRY B. LEFF, supervisor of creative activities of Frank Cooper Assoc., N.Y., appointed vp in charge of newly-formed creative department, responsible for all tv programming.

• JOSEPH ENDE, member of board and controller, United Artists Corp., N.Y., elected vp.

• EDWIN J. SMITH, director of international operations, ABC Films, named vp.

• LOU BOUTIN, formerly special division head of western sales of Independent Television Corp., named vp in charge of sales of AD-STAFF Inc., Hollywood, creators of radio-tv musicommercials.

• DAVID V. PICKER, executive assistant to president, United Artists Records, N.Y., named executive vp. MONTE KAY, vp and general manager of UA Records, resigns. Mr. Kay will devote full-time to his personal management and music business interests.

• ALLAN J. HENDERSON, formerly vp of creative services, Wilding-Henderson, Detroit subsidiary of Wilding Inc., appointed vp of creative development, Wilding, with headquarters in that city.

• WILLIAM R. DOTHARD, eastern division account executive, ABC Films, resigns to join United Artists Television as regional sales manager headquartering in Philadelphia.

• LIONEL NEWMAN, assistant conductor and supervisor of 20th Century-Fox, Hollywood, promoted to general music director of 20th Century-Fox Television.

• EDWARD RAY DOWNES, producer-editor with fifteen years experience in agency (Young & Rubicam) and network (CBS) fields, named chief story editor, United Artists Television, N.Y.

• W. D. KILPATRICK resigns as manager of *Grand Ole Opry* (WSM Nashville, Tenn.) to form corporation with Wesley Rose and Roy Acuff of Acuff-Rose Publications Inc. and start national talent management agency under Acuff-Rose name. Mr. Kilpatrick's duties at WSM will be assumed by OTT DEVINE, program manager, effective June 30.

• ELLIOT ABRAMS, Chicago manager, Sterling Television Co., named eastern sales manager, New York headquarters. He is succeeded in Chicago by ROBERT SCHLESSEL, salesman for New England area.

• ARTHUR HILLER, ROBERT ELLIS MILLER, WALTER GRAUMAN and ELLIOT SILVERSTEIN, signed by Screen Gems to multiple-film contracts for next season's *Alcoa-Goodyear Theatre* over NBC-TV. All directed segments on series during 1958-59 season.

• HOWARD RODMAN, writer for such tv series as *Studio One*, *Suspense* and *Matinee Theatre*, signed by Screen Gems, Hollywood, to writer-producer contract starting with *Alcoa-Goodyear Theatre* series this fall.

Equipment & Engineering

• ALBERT J. FRANCZAK, assistant controller, and EDWIN M. SCHROEDER, attorney, elected directors of Zenith Radio Corp., Chicago.

• HERBERT L. BROWN, with Ampex Corp., Redwood City, Calif., since 1955, appointed vp and manager of Ampex Audio Inc., Sunnyvale, Calif., subsidiary maker of hi-fi consumer products, and officer of Ampex Corp.

• WALTER M. NORTON and L.F. HOLLERAN named chairman of board and president, respectively, of RCA Victor Distributing Corp., Chicago, effective June 1. Mr. Norton, who has been president of organization since 1947, plans to retire at year's end. Mr. Holleran was formerly manager, distributor products department, RCA Electron Tube Div., Harrison, N.J.

• H.H. HELTZER, general manager reflective products division, Minnesota Mining & Mfg. Co., St. Paul, elected vp. Following five general managers also elected vps of their respective divisions: R.H. HERZOG, duplicating products; R.V. HOLTON, electrical products; C.C. SMITH, retail trades tape; DR. C.W. WALTON, adhesives, coatings and sealers, and DR. W.W. WETZEL, magnetic products.

• IRVING SHAPIRO, head of electronic equipment development for Semiconductor Div. of Sylvania Electric Products, Woburn, Mass., named division's manager, quality control.

• EARL I. ANDERSON, chief engineer, communications engineering, RCA Industrial Electronics Products, Camden, N.J., to newly-created post of chief engineer, home instruments engineering.

• GEORGE D. MEIMARIS, manager, electrical purchasing, RCA Victor television and radio "Victrola" production activity, Cherry Hill, N.J., appointed

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(N.S.I. Nov.-Dec. 1958)

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A BROADCASTING COMPANY OF THE SOUTH STATION

purchasing agent, RCA Semiconductor & Materials Div., Somerville, N.J.

Allied Fields

• H. WALTON CLOKE, coordinator, public relations, Kaiser Industries Corp., Washington, D.C., elected national president of American Public Relations Assn., succeeding JAMES L. MACWITHEY, assistant vp and director of public relations, Bristol-Myers Co., N.Y.

• J. WILLIAM THOMAS, formerly vp and director of marketing, Lewin, Williams & Saylor, N.Y., to Max Rogel Inc., public relations firm, that city, as operational vp.

• EDWIN H. PETERSON, manager of publicity of WRC-AM-FM-TV Washington, resigns to join British West Indian Airways in its Miami office as agency representative in sales department.

• DAVID M. KNOX, formerly advertising and public relations director of Technical Products Div. of Packard-Bell Electronics Corp., L.A., named director of public relations of corporation.

• JOHN F. WHITE JR., staff consultant and specialist, organization development of McCann-Erickson, N.Y., to Stewart, Dougall & Assoc., marketing management consultants, that city, as associate.

• ALBERT CREWS, 51, executive of broadcasting and film commission of National Council of Churches, died May 10 following heart attack in his Port Washington, N.Y., home. Mr. Crews was author of two books, *Professional Radio Writing* and *Radio Production Directing*, and numerous radio-tv scripts and plays.

• WILLIAM A. GLENN, formerly market research coordinator, American Research Bureau, Washington, to ARB Surveys, N.Y., as research analyst. Other ARB appointments: MARVIN L. LANDSMAN, formerly project supervisor, Kenyon & Eckhardt, N.Y., as research analyst, and IRENE RAE, formerly assistant office manager, International Latex Corp., N.Y., as business manager.

• FLOYD G. ARPAN, Northwestern U. professor of journalism, named director of business press institute of university's Medill School. JACK Z. SISSORS, assistant professor of journalism, appointed assistant director.

• JOHN G. WARNER, member of United Press International Staff in Dallas, appointed manager of New Orleans bureau of UPI, succeeding HARRY TRIMBORN, who moves to West Coast.

• JOHN D. KENDALL, overnight bureau manager, United Press International, San Diego, appointed manager. He succeeds AL WIESE, who joins UPI staff in Los Angeles.

• HELEN HERM, formerly on Chicago staff of Mayer & O'Brien, public relations agency, on American Dairy and other accounts, resigns.

• BILL MCCARTY, news director of WPEO Peoria, Ill., to First Federal Savings & Loan Assn. of Chicago in account promotion and public relations department, effective May 25.

• JOHN ARTHUR, formerly air personality of WISK Minneapolis-St. Paul, to communications position with U.S. Air Force at those cities' International Airport.

Government

• JOHN R. O'BRIEN, formerly deputy assistant director for Far East of U.S. Information Agency, named deputy director of Voice of America, effective in June.

International

• W. CHARLES WALLS, information services manager of Canadian Broadcasting Corp., Toronto, and WILLIAM G. DULMAGE, public relations director of Ontario Workmen's Compensation Board, Toronto, to assistant directors of English-language information services of CBC in Toronto.

• E.B. FERREE, vp, copy and creative supervisor, Kenyon & Eckhardt, N.Y., appointed manager of Toronto offices. He replaces GEORGE B. MACGILLIVRAY, who resigned from agency to become publisher of *Fort William* (Ont.) *Times Journal*.

• WILLIAM PRATT, formerly commercial manager of CFOR Orillia, Ont., appointed general manager of Community Club Awards of Canada, subsidiary of Community Club Services, N.Y.

• CHARLES C. HOFFMAN, who resigned as director of co-operative Bureau of Broadcast Measurement, Toronto, Ont., to Canadian division of *Encyclopaedia Britannica* in senior capacity.

• DAVE MCCOURT, operator of CKWS Kingston, Ont., to operating staff of CFRA Ottawa, Ont.

• TERRY BATES, formerly of Ford Motor Co., Vancouver, B.C., to sales promotion department of CKNW New Westminster, B.C.

• J. W. BROWN, formerly of Swift Canadian Co., Winnipeg, Man., to national sales staff and merchandising promotion of CJOB Winnipeg.

• DAN DOCTOR, newscaster of CKGB Timmins, Ont., to news director of CJRH Richmond Hill, Ont.

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Transoceanic relays expected in 4 years

A worldwide, transoceanic satellite communications system — capable of carrying tv programs across the Atlantic and Pacific oceans—is foreseen in four years.

The prophecy was made by the House of Representatives Committee on Science and Astronautics in a report issued May 7. The report is entitled "Satellites for World Communication."

The report stated that a military worldwide communications system via satellites "appears probable" within four years.

In a discussion of various techniques, the report refers to the passive reflector type satellite balloon which would be used to "bounce" radio signals from one point on the earth's surface to another point several thousand miles away. One proposal, referred to, is to place 24 such balloons in orbit around the earth so that one is "radiovisible" almost always. The cost, the report stated, would run about $15-$20 million with each ground station costing "several million dollars."

"This cost," the report said, "however, has less significance when one considers that the system could provide channels of as much as television bandwidth."

In another section, the 24-hour satellite is discussed. This would provide, it was stated, the equivalent of 1,000 telephone channels or 500 telephone channels plus one television link. Each such satellite would cost about $4 million, it was estimated, with the total cost of 12 ground stations $24 million.

RCA seminar explores tv microwave systems

Tv microwave relay equipment and systems were emphasized at the RCA broadcast equipment seminar in Washington last week. The meetings were attended by consulting engineers, government technical personnel and military communications experts.

Technical details of the TVM-1A and its use in both single and multihop service were discussed. The TVM-1A is a 1 w relay on 7,000 mc, and can be used for both remote pickup and intercity relay.

The two-day meeting (May 12 and 13) also heard RCA engineers discuss the following:

Television — TRT-1AC television tape recorder, a new method of measuring the quality of tv picture resolution, slow scan television gear, the new 11 kw tv transmitter, a traveling wave antenna for chs. 7-13 and a new portable envelope delay measuring equipment.

Fm—New fm muliplexing and transmitting equipment, fm antennas.

Am—New 5 kw transmitter, using silicon rectifiers and with a Conelrad kit available; new phasing equipment and new remote pickup equipment for field use.

CBS Labs expands into space recovery

Coincident with a first quarter report showing increases in net income and net sales over the comparable 1958 period (page 81), CBS Inc., last week announced the formation of Space Recovery Systems Inc., which will develop advance systems and produce equipment for space recovery, tracking and location of missile and space vehicle components and payloads.

Space recovery systems will be a joint operation of the CBS Laboratory Div. and M. Steinthal & Co., said to be the world's largest parachute manufacturing company. Dr. Peter C. Goldmark, president of CBS Labs., will be board chairman of Space Recovery Systems and Augustus J. Steinthal, vice president of M. Steinthal & Co., will be president.

• Technical topics

• Century Lighting Inc., N.Y., has introduced what it calls the first automatic infinite preset lighting system. Known as "Punch," the system utilizes cue cards which are punched during a scene's rehearsal when the lighting values for a given cue are set manually. With the cards for an entire show punched in the proper time sequence, and placed in a hopper, lighting changes will take place automatically as the cards are fed into a read-out machine during the show. Century's previous automatic lighting system would accommodate only 10 changes, whereas "Punch" is said to handle an infinite number.

• Adler Electronics Inc., New Rochelle, N.Y., has turned over to the U.S. Army Signal Corps the first long-range, transportable communications center for use with strategic striking forces. The equipment, divided into transmitting and receiving apparatus, is contained in two vans plus tractors and power generators, weighing 70,000 lbs. all together. It has a range of 1,000-2,000 miles, includes a 10 kw single sideband transmitter using short wave frequencies, rhombic dual diversity antennas. It furnishes two voice channels, 16 teletypewriter channels. A facsimile channel may be substituted for one of the voice channels. Intercommunication between the communications center and transmitter site is furnished over a uhf voice channel. Cost of each unit is about $500,000.

• The Radio Corp. of America will contribute $100,000 to the Lincoln Center for the Performing Arts in New York, it was announced Tuesday (May 12) by Brig. Gen. David Sarnoff, RCA board chairman, speaking at the 62nd annual Citizens Union held at the Hotel Biltmore. Gen. Sarnoff was presented the William Jay Schieffelin award by the Citizens Union for distinguished public service.

• Camera Equipment Co., N.Y., announces a large size vidicon pan and tilt head for motion picture cameras. Although the tripod head was designed for use with vidicon cameras of 60 lbs., it has been tested and "proven effective" for motion picture work. A balance feature built into the head counterbalances the weight of the camera and allows the cameraman to pan and tilt at will. Price of vidicon pan and tilt only: $325; wooden tripod, $150; all metal tripod, $260.

• Animation Equipment Corp., New Rochelle, N.Y., has introduced an aerial image unit, designed by John Oxberry, for use with animation stands. New installation is self-contained and is electrically interlocked with the animation camera. It consists of a projector head, lens mount, stop-motion motor, precision-ground flat-surface mirror, a large condenser lens system, plus all necessary controls. For further information write Animation Equipment Corp., 38 Hudson St., New Rochelle, N.Y.

• Roberts Electronics Inc., Hollywood, Calif., announces the availability of its new full track monaural tape recorder, model 191. Model has full-track erase, record-playback heads, preamp and amplifier outputs plus the Roberts hysteresis synchronous motor and VU meter. Price: $325. For information write Roberts Electronics Inc., 1028 N. La Brea Ave., Los Angeles 38, Calif.

• Lipps Inc., (division of Lipps Engineering [tape recorder heads]), Santa Monica, Calif., announces availability of a brochure (AM-22) of its replacement and repair services that are available to users of Ampex equipment. Address: 1513 Colorado Ave.

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TV OCEAN HOP
'3rd Man' production switches to England

Last week was moving week for Felix Jackson, producer of *The Third Man*. On Tuesday (May 12) he completed shooting the 20th episode of the 39-installment series at 20th Century-Fox studios in Westwood, Calif. Now he is on his way to England to film the remaining 19 half-hour mystery dramas. Michael Rennie, who stars as Harry Lime, also will report to the Shepperton Studios of British Lion, where the series will resume shooting next month.

The series, which will be offered for network sale in this country by National Telefilm Assoc., will be shown on the BBC television network in the United Kingdom, under a unique arrangement. BBC pre-purchased UK rights to the tv series as part of an agreement with NTA whereby the production is divided between Hollywood (under NTA supervision) and London, where BBC will be in charge.

British writers, directors, actors and technicians are replacing the U.S. personnel for the second half of *The Third Man*. BBC, Mr. Jackson explained, gets the advantage of a series made with American commercial tv know-how; NTA gets fresh British talent. Mr. Rennie and Jonathan Harris, who plays Bradford Webster, Harry Lime's associate, are the only members of the cast who are going to England to appear in the British-produced episodes. All other actors will be engaged there.

"But," the producer stated, "we expect to integrate Hollywood and London production to the extent that the viewer will not be able to say where any episode was made." Programs filmed in England will be mixed with those shot in the U.S., he said, noting that bit players will use foreign accents throughout the entire series. As insurance of consistency between the U.S. and English programs, Warner Law, story editor of the programs made in Hollywood, and Arthur Hiller, one of the two directors of the U.S. programs, are going to England to serve as consultants to their British replacements.

Mr. Jackson was enthusiastic about the two-director system employed on *The Third Man*, for which both directors, Mr. Hiller and Paul Stanley, were engaged for the full series, not on a per-program basis. Although they alternated as directors of the individual episodes, each was on hand during the filming of all 20 shows. The same procedure will be followed in Britain.

"The exchange of stars on an international scale is traditional," he said. "It started with the stage and has been continued in the movies and tv. I think we're now being challenged to carry this exchange beyond the star level to include writers, directors, supporting actors and even bit players, technicians and cameramen. It's an educational process, not altruism at all but good business. If we can train Italian cameramen to handle tv work well, they'll be there when we need them again. This means employment for them and for us a chance to get for our product the unique abilities which have helped to make some Italian motion pictures so great. It's part of the shrinking globe."

• Abroad in brief

• Canadian Broadcasting Corp., Toronto, has announced sale of 39 episodes of a filmed series on the Royal Canadian Mounted Police to the Australian Broadcasting Commission, for exclusive use in Australia for seven years. Fifteen episodes of the series have now been filmed in the Gatineau region near Ottawa, Ont., for the CBC, the British Broadcasting Corp. and Crawley, McConnell Ltd., Ottawa. CBC reports world-wide interest in the series, with negotiations for its sale now underway in the U.S., France, Sweden, West Germany, Belgium, Luxembourg, Netherlands, and a number of South American countries. The series will be authentic with C.M. Rivett-Carnac, who was recently made commissioner of the Mounties, as consultant.

• KVOO-TV Tulsa, Okla., and WTMJ-TV Milwaukee, Wis., will each play host for two months to a foreign specialist learning about American tv practices, it has been announced by the International Exchange Service of the State Dept., which provided transportation for the project. Luis B. Quintos, chief studio engineer of the Philippine Broadcasting Service will work at KVOO-TV. Erik Diesen, a Norwegian tv network producer, will go to WTMJ-TV. Each station will provide its guest with a small maintenance allowance.

• West German tv sets are being built with provision for uhf. Uhf stations are being constructed by broadcasters in fringe areas. The country's second tv network also is expected to be on uhf when it commences operation. (Uhf in Europe covers 40 channels of 8 mc each between 470 mc and 790 mc. Five channels in Germany are reserved for fringe area small-power uhf's. The rest are reserved for one complete uhf network and 75% for a third German network.)

On the treasure trail

KGW-TV Portland, Ore., hired a fleet of nearly 40 taxicabs to carry local advertising people around town on a treasure hunt last month. The party was similar to earlier ones staged for the agency crowd in New York, Chicago and San Francisco last year by KING-TV Seattle, associated in ownership with KGW-TV.

More than 200 treasure seekers scoured the town for successive clues leading to 10 tv sets, five console stereo record players and five electric blenders. Members of the winning team: Lois Tugman, Marlowe Branagan & Assoc.; Marion Lawton, Lawton Adv.; Beverly Hallman, Botsford, Constantine & Gardner; W.S. Pederson, Compton, and Charles Devlin, Gerber. Judges were Sheldon Hickox, NBC-TV station relations executive; Ralph Allrud of Blair Tv, KGW-TV's national representative, and John Nelson, NBC-TV daytime programming department. Bob Barker, m.c. of the network's daily *Truth or Consequences*, made the presentations assisted by Ann B. Davis, "Schultzy" of the network's Bob Cummings Show.

The treasure hunt was part of a many-pronged effort to focus attention on KGW-TV's affiliation with NBC-TV last month. During the station's initial week on the network, *Truth or Consequences* originated daily colorcasts from the Portland studios, and the mayor of Portland declared it *Truth or Consequences* week.

The station also introduced a new identification symbol, Pioneer Mike (Pioneer Broadcasting Co. is the KGW-TV licensee). The coonskin-hatted character was designed by Walt Disney and appears in cartoon and puppet form in station promotion. Pioneer Mike co-starred with Bob Hope and other network luminaries in filmed promotion spots heralding the KGW-TV affiliation.

WTRY sponsor rain checks

Retail advertisers on WTRY Albany-Schenectady-Troy may have fewer worries now when rain dampens their sales promotions. They are getting rain insurance. The radio station announces that if a specified amount of precipitation (usually 1/10 inch) occurs during the key six-hour period of the promotion WTRY will repeat the radio schedule at a later date at no cost to the sponsor. To introduce the plan, area retailers were sent plastic rain bonnets inscribed, "Rain or shine you're covered by WTRY." A percentage of the total time cost is charged for the insurance, which is handled through the Aetna Insurance Co., Hartford, Conn.

The contest crowd

Well over half of those who enter consumer contests have more than $5,000 a year regular income. Only 40.6% are below that level. Most contestants are family people and own their own homes. These are sample findings of a survey of opinions and attitudes on contests by Bruce, Richards Corp., a New York firm specializing in contest management and judging.

Bruce, Richards is releasing tables profiling contestants in monthly installments in the firm's "Advertisers Confidential Contest News Bulletin." The complete survey will be reported and analyzed in a booklet to be published soon. Both booklet and monthly contest bulletin are being offered those who write Contest Editor, Bruce, Richards Corp., 250 Fourth Ave., New York 3, N.Y.

From monster to music

The McLendon Corp. used a musical technique in San Francisco when the company took over station KROW, now renamed KABL. For 36 hours preceding the station's switch to new calls and format May 11, the station played a rock-and-roll selection, "The Gila Monster" (title song from the latest McLendon-produced movie release). After the marathon "Monster" play, the new KABL debuted with a "good music" format.

Springtime hat switch

Half the staff of WRVA Richmond, Va., participated in a weeklong sales derby last month to move Dobbs straw hats at Greentree's department store. Listeners were told to "look for the WRVA man in the derby" at the store to qualify for discount prices on the merchandise. Twenty-three WRVA men, including the station manager, five department store heads and air personalities, spent a half-hour a day apiece in the vicinity of the Greentree's hat counter.

Wrestling for fund

CHUM Toronto, staged a comic wrestling match to aid the Easter Seal campaign for crippled children. Morning man Al Boliska tackled wrestling champion Whipper Billy Watson at the local Maple Leaf Gardens. Mr. Boliska presented $100 to the fund after he was bested by Whipper Watson.

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CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA
in America's 71st TV market
Your PETRY man will fill in details
NBC ABC
E. Newton Wray
Pres. & Gen. Mgr.

Deliberate slip • WDAY-TV Fargo, N.D., misspelled a word in a brochure on its "New Tower, New Power" and asked time-buyers to find it for a grab-bag of prizes. A thousand of them spotted the false word, "daminates," in a statement about WDAY-TV's relationship to its coverage area. Here Thomas K. Barnes (second from l), general manager of the station, officiates as members of an agency panel draw from the 1,000 names to award 30 prizes. L to r: Richard Vorce, head timebuyer, Ford dealer account, J. Walter Thompson; Mr. Barnes; Gertrude Scanlon, radio-tv account executive, BBDO, and Leonard Tarcher, associate media director, Lennen & Newell. Prizes ranged from a week for a family at a resort to a stadium blanket. The contest count was certified by Peters, Griffin & Woodward, WDAY-TV's representative.

• Drumbeats

• WBRM Marion, N.C., took over the town square for the station's 10th birthday party, with 15,000 radio-invited guests attending. Merchants participating in the promotion reported business as good as any day, even in the Christmas season. Overtime parkers found tickets on their cars stating that WBRM had paid the fine. Guests on the square were showered with balloons carrying gift certificates dropped from an airplane. Certificates were redeemed at stores participating in the WBRM birthday celebration.

• To exploit the return of regular horse race broadcasts, WIP Philadelphia is having listeners compete to name a yearling colt. The "Name the Horse" contest attracted more than 4,000 entries the first week. Stakes: a day at the races in box seats, lunch and $90 to spend on the horses. WIP is broadcasting the seventh and eighth races from Garden State Race Track, Camden, N.J., representing the first time races have been heard regularly in Philadelphia for more than a decade, WIP says.

• The general manager, sales manager, a salesman and seven d.j.'s of KIOA Des Moines rewarded a contest winner by doing her spring cleaning. The 10 men visited the winner's home on a Saturday and spent 40 man hours on the job, also leaving her a store of cleaning materials, electric sweeper, flowers (with more to come weekly for a month) and a luncheon. This was the reward for identifying cleaning items in a five-day contest.

• A swimming pool a week for 10 weeks is being awarded listeners by WNTA-AM-FM Newark, N.J., in a "Fun in the Sun" contest. But listeners must work for the prize. Each day, Monday through Friday, a record is played at the wrong turntable speed. Entrants must name singers and titles of the five songs and then write 25-word essays on why it's fun to listen to WNTA.

• A broadcast suggestion by KZIX Collins, Colo., that it change its music format resulted in more than 1,000 listener letters. Most of them asked KZIX to stick with its pop concert albums and light music.

• WMBD Peoria, Ill., promoted its broadcasts of the St. Louis Cardinals' schedule by running a "Have-A-Ball" contest. For 10 days before the start of the season listeners were invited to predict the Cardinals' starting lineup. Five winners were chosen from 407 entries submitted. They received baseballs autographed by the Cardinals.

• KOIL Omaha, Neb., gave away $2,000, a 1959 Chevrolet automobile, two color television sets and radios in its "Secret Telephone Number" contests. The station established secret telephone numbers and broadcast clues. The first listener to call one of the secret numbers won a prize.

• A commercial helicopter service flying over Miami about six times a day displays "WMET [Miami] Radio 1490 on the dial" on its pontoons. Plans are underway for WMET and the helicopter to work together on local news coverage.

• KXTV (TV) Sacramento, Calif., showed a clip from a movie in the station's library. The viewer who guessed from which movie the film clip was taken received a $4,000 Chevrolet. Prizes in future KXTV "Name the Movie" contests include a swimming pool, a mink stole, a color tv set, an electronic organ and a homesite.

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

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Station Authorizations, Applications

As Compiled by BROADCASTING

May 7 through May 13. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

Existing Tv Stations

ACTIONS BY FCC

***KQED (TV) San Francisco, Calif.**—Waived Sec. 3.651(c) and extended temporary authority to broadcast stereophonic concert programs in conjunction with KPFB (FM), Berkeley, for six months to include three instead of two such weekly programs. Ann. May 7.

KDRO-TV Colorado Springs, Colo.—Granted application to change trans. site, increase vis. ERP from 11.2 kw to 69.2 kw and ant. height from 630 ft. to 2080 ft., and waived Sec. 3.685(e) of rules to permit installation of DA. Ann. May 7.

KKTV (TV) Colorado Springs, Colo.—Granted waiver of Sec. 3.652 to permit station to identify itself as Pueblo as well as Colorado Springs. Ann. May 13.

WSPD-TV, Toledo, Ohio—Granted mod. of cp to move trans. site to about 6½ miles northeast of city, increase ant. height from 510 ft. to 1,000 ft., with ERP 182 kw vis. and 91.2 kw aur., change type of ant.. to directional system, and make other equipment changes; engineering condition. Ann. May 13.

Translators

ACTIONS BY FCC

Frostburg Community TV, Inc., Frostburg, LaVale and Cresaptown, Md.—Granted cp for new tv translator station on ch. 76 to translate programs of WTTG (TV) (ch. 5), Washington, D.C. Comr. Bartley absent. Ann. May 7.

Point Arena Television, Point Arena, Calif.—Granted cp for new tv translator station on ch. 75 to translate programs of KRON-TV (ch. 4), San Francisco. Comr. Bartley absent. Ann. May 7.

Springfield Television Bcstg. Corp., Pittsfield, Mass.—Granted cp for new tv translator station on ch. 74 to translate programs of its station WWOR-TV (ch. 14), Worcester. Comr. Bartley absent. Ann. May 7.

UHF TV Association Tucumcari, N.M.—Granted cps for two new tv translator stations to translate programs of Amarillo, Tex., stations—one on ch. 72 to translate programs of KFDA-TV (ch. 10) and other on ch. 76 to translate programs of KVII (TV) (ch. 7). Comr. Bartley absent. Ann. May 7.

Maupin Television Corp., Maupin, Ore.—Granted cp for tv translator station on ch. 72 to translate programs of KOIN-TV (ch. 6), Portland. Comr. Cross dissented. Ann. May 7.

New Am Stations

ACTIONS BY FCC

Bowling Green, Ky.—Bowling Green Bcstg. Co. Granted 1340 kc, 250 w P.O. address 308 Sumpter Ave., Bowling Green. Estimated construction cost $14,800, first year operating cost $48,000, revenue $60,000. Following own one-fourth each: **Clement Cockrel** and **Eugene Hornback**, both with interest in sound recording service; **Elmer Hargan**, insuranceman, and Marine Corps officer **Donald Mason**. Ann. May 13.

Shelbyville, Tenn.—Bedford County Bcstg. Co. Granted 1580 kc, 1 kw D. P.O. address Box 18, Pleasant Hill, Tenn. Estimated construction cost $19,722, first year operating cost $25,000, revenue $29,000. **Mrs. Juanita Cunningham**, sole owner, formerly assisted with her now deceased husband's lumber business. Ann. May 13.

APPLICATIONS

Fort Myers, Fla.—Swanson Bcstg. Corp. 1370 kc, 500 w D. P.O. address 3215 Cherokee Ave., Tampa, Fla. Estimated construction cost $17,968, first year operating cost $48,000, revenue $60,000. Principal owner (98%), **Berget R. Swanson** is recording artist and singer. Ann. May 7.

St. Petersburg, Fla.—Dixie Bcstg. Corp. 570 kc, 500 w D. P.O. address 15 S. Orion Ave., Clearwater, Fla. Estimated construction cost $19,968, first year operating cost $50,000, revenue $75,000. Principals are **Max Bortz**, accountant (35%), **Joshua Bortz**, radio engineer (35%) and **George E. Reynolds Jr.** who has interest in Clearwater, Fla. cp (30%). Ann. May 12.

Thomaston, Ga.—Radio Georgia. 1590 kc, 500 w D. P.O. address 766 Derrydown Way, Decatur, Ga. Estimated construction cost $7,408, first year operating cost $24,000, revenue $36,000. Principals are **John P. Frew** (35%), **Leslie E. Gradick Jr.** (35%), **Elizabeth H. Frew** (20%) and **Stephen B. McGarity**, (10%). Messrs. McGarity and Gradick have interests in WLAW Lawrenceville and WPLK Rockmart, both Georgia. Mr. Frew is in chemical manufacturing business. Ann. May 8.

Albuquerque, N.M.—KMF Bcstrs. 1520 kc, 500 w D. P.O. address Box 663, La Mesa, Calif. Estimated construction cost $14,698, first year operating cost $45,600, revenue $54,000. Equal, one-third partners are **Richard C. Knoth**, owner advertising agency; **Edwin L. Morgan**, insurance agent; and **Forwek & Co.**, permittee KUFM El Cajon, Calif. Ann. May 13.

Del Rio, Tex.—Val Verde Bcstg. Co. 1490 kc, 250 w. P.O. address Box 935, Killeen, Tex. Estimated construction cost $17,405, first year operating cost $33,600, revenue $55,000. Applicants are **Eugene A. Houghton**, Del Rio merchant (60%), and **Alton W. Stewart**, one-third owner KLEN Killeen, Tex. (40%). Ann. May 7.

Odessa, Tex.—R.L. McAlister. 1550 kc, 5 kw D. P.O. address Box 1478, Borger, Tex. Estimated construction cost $24,940, first year operating cost $48,000, revenue $60,000. Mr. McAlister owns KBBB Borger, Tex. Ann. May 12.

Existing Am Stations

ACTIONS BY FCC

KXEL Waterloo, Iowa—Granted renewal of license. By letter, dismissed petition by WDON Wheaton, Md., to designate KXEL application for hearing, but advised that grant does not constitute predetermination of issues regarding 1540 kc raised in WDON motion to sever which are under active consideration in clear channel proceeding. Ann. May 13.

WGOR Georgetown, Ky.—Granted change on 1580 kc from 250 w, D., to 10 kw, DA-D; engineering conditions. Ann. May 13.

WALM Albion, Mich.—Granted change on

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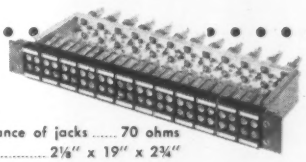
Finish ..... Light Umber Gray

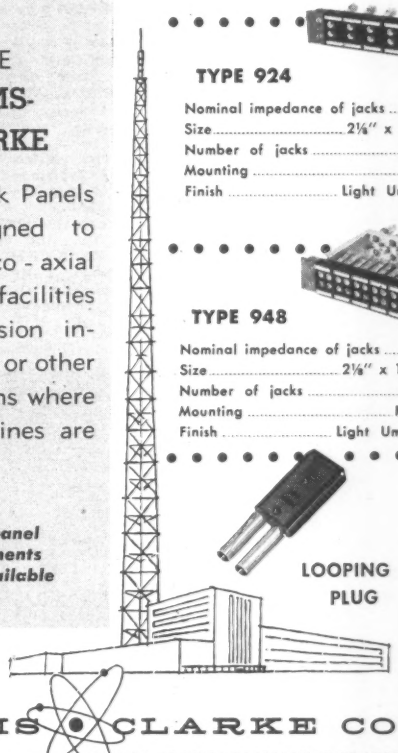


TYPE 948

Nominal impedance of jacks ..... 70 ohms
Size ..... 2¼" x 19" x 2¾"
Number of jacks 48
Mounting ..... Relay rack
Finish ..... Light Umber Gray

LOOPING PLUG

PATCH CORDS 18" - 24" - 36"



NEMS CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING MARYLAND • JUNIPER 5-1000

1260 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N, and change trans. site; engineering conditions. Ann. May 13.

WLSV Wellsville, N. Y.—Granted increase of power from 500 w to 1 kw, continuing operation on 790 kc, D; remote control permitted. Ann. May 13.

WPAW Pawtucket, R.I.—Granted change on 550 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N; engineering conditions; remote control permitted. Ann. May 13.

APPLICATIONS

KCNO Alturas, Calif.—Cp to increase power from 1 kw to 5 kw and install new trans. (570 kc) Ann. May 12.

WIRA Fort Pierce, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of sec. 3.21[c] and 3.28[c] of rules) (1400 kc). Ann. May 11.

WBHB Fitzgerald, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Petition filed for waiver of sec. 1.309 of rules) (1240 kc). Ann. May 13.

KCID Caldwell, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. May 12.

WJOL Joliet, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 11.

WBET Brockton, Mass.—Cp to increase daytime power from 1 kw to 5 kw, install new trans. (1460 kc). Ann. May 7.

WBRK Pittsfield, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. May 12.

WWNH Rochester, N.H.—Cp to change hours of operation from D to Unl., using power of 5 kw, install DA-N and make changes in ground system. (930 kc). Ann. May 11.

WKRK Murphy, N.C.—Cp to change frequency from 1390 kc to 1320 kc, increase power from 1 kw to 5 kw and install new trans. Ann. May 13.

WLSH Lansford, Pa.—Cp to increase power from 1 kw to 5 kw, install DA-D and new trans. (1410 kc). Ann. May 13.

WAYB Waynesboro, Va.—Cp to increase daytime power from 250 w to 1 kw, install new trans. (request waiver of sec. 3.28[c] of rules) (1490 kc). Ann. May 13.

KONP Port Angeles, Wash.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1450 kc). Ann. May 7.

New Fm Stations

ACTIONS BY FCC

San Diego, Calif.—Bible Institute of Los Angeles Inc. Granted 102.5 mc 2.4 kw. P.O. address 558 S. Hope St., Los Angeles 17 Estimated construction cost $25,500, first year operating cost $12,000, revenue $14,000. Permittee, non-profit religious organization, also owns KBBI (FM) Los Angeles. Ann. May 13.

Minneapolis, Minn.—People's Bcstg. Co. Granted 101.3 mc, 5.2 kw. P.O. address 1133 Stinson Blvd. Estimated construction cost $16,872, first year operating cost $18,000, revenue $20-25,000. Permittee owns WPBC Minneapolis. Ann. May 13.

Harlingen, Tex.—Harbenito Radio Corp. Granted 94.5 mc, 3.1 kw. P.O. address Box 711. Estimated construction cost $11,800, first year operating cost $18,000, revenue $22,000. Harbenito Radio Corp. also owns KGBT, and stockholders own **Harbenito Bcstg. Co.**, operator of KGBT-TV both Harlingen. Ann. May 13.

Houston, Tex.—E. F. Weerts. Granted 94.5 mc, 7.6 kw. P.O address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $18,915, first year operating cost $38,400, revenue $48,000. Mr. Weerts owns San Diego restaurant. Ann. May 13.

APPLICATIONS

Salinas, Calif.—Salinas Valley Bcstg. Corp. 102.5 mc, 18.6 kw. P.O. address 238 John St., Salinas. Estimated construction cost $23,465, first year operating cost $24,000, revenue $36,000. Principals include **John C. Cohan** (46.5%). **William M. Oates** (25.5%) and 14 others, none owning more than 4%. Messrs. Cohan and Oates own Salinas advertising agency. Ann. May 7.

Kansas City, Mo.—Telesound Bcstg. Corp. 96.5 mc, 58.2 kw. P.O. address 210 Nichols Rd., Kansas City 12. Estimated construction cost $40,380, first year operating cost $42,000, revenue $51,500. Principals include **John L. Humphreys** (32%), **J.C. Nichols Co.** (30%), and others. Mr. Humphreys formerly had interest in KBKC Mission, Kan. Ann. May 11.

Plattsburgh, N.Y.—Plattsburgh Bcstg. Corp., 99.9 mc, 3.9 kw. P.O. address 38 Court St., Plattsburgh. Estimated construction cost $11,572, first year operating cost $600. Applicant operates WEAV Plattsburgh. Ann. May 12.

Warwick, R.I.—Warwick Bcstg. Co. 107.7 mc, 1 kw. P.O. address 19 Amity St., Providence, R.I. Estimated construction cost $8,500, first year operating cost $19,000, revenue $29,292. Sole-owner, **Joseph A. DeCubellis** is advertising and talent agent. Ann. May 13.

Ownership Changes

ACTIONS BY FCC

KTCS Fort Smith, Ark.—Granted assignment of license from **H. Weldon Stamps** to **United Bcstg. Co.** (**Charles Fite,** president); consideration $17,000 plus agreement to employ Mr. Stamps as consultant at $100 per week for 5 years. Ann. May 13.

KCNO Alturas, Calif.—Granted assignment of license from **Stulor Corp** to **R.W. Hansen**; consideration $70,000. Ann. May 13.

KERO-TV Bakersfield, Calif.—Granted transfer of control from **J.D. Wrather Jr.**, and **Edward Petry & Co.**, to **Transcontinent Television Corp.**; effects merger through stock exchange. Transcontinent is presently licensee of WGR-AM-FM-TV Buffalo, N.Y., and WROC-FM-TV Rochester, N.Y., and has interest in WNEP-TV Scranton-Wilkes Barre, Pa., and WSVA-AM-FM-TV Harrisonburg, Va. Ann May 13.

KBMX Coalinga, Calif.—Granted assignment of license from **Sheldon Anderson** to **Meldean Upp**; consideration $35,000 and agreement that assignor not compete for 5 years within 25 miles of Coalinga. Ann. May 13.

KFMB-AM-FM-TV San Diego, Calif.—Granted transfer of control from **J.D. Wrather, Jr.,** and **Edward Petry & Co.** to **Transcontinent Television Corp.**; effects merger through stock exchange. Transcontinent is presently licensee of WGR-AM-FM-TV Buffalo, N.Y., and WROC-FM-TV Rochester, N.Y.; and has interest in WNEP-TV Scranton-Wilkes Barre, Pa., and WSVA-AM-FM-TV Harrisonburg, Va. Ann. May 13.

WILI Willimantic, Conn.—Granted assignment of license from **The Windham Bcstg. Co.** to **Herbert C. Rice**; consideration $107,000. Ann. May 13.

WTYS Marianna, Fla.—Granted assignment of license from **John H. Phipps** to **Jack Howard Mann**; consideration $30,000. Ann. May 13.

WOIA Saline, Mich.—Granted assignment of license from **Saline Bcstg. Co., Inc.** to **Lester Bcstg. Corp.** (Herbert W. Lester, president); consideration $85,000 and assumption of $12,000 mortgage on real estate. Ann. May 13.

WKTC Charlotte, N.C.—Granted transfer of control from **T.C. Wood, Jr.** and **R.D. Kennerly** to **J. Olin Tice Jr.** and **Sr.** (Jr. has interest in WBLR Batesburg, and WMYR Myrtle Beach, S.C., and WKEN Dover, Del., and both have interests in WCAY Cayce, S.C.); consideration $120,000. Ann. May 13.

WBLR Batesburg, S.C.—Granted transfer of control from **J. Olin Tice, Jr.,** et al., to **H. Edward** and **Harriett M. Crapps**; consideration $70,000. Ann. May 13.

KGRI Henderson, Tex.—Granted transfer of control from **B.F. Goggan, Jr.,** et al., to **James T. Reeves**; consideration $50,000. Ann. May 13.

KCMR McCamey, Tex.—Granted assignment of license from **Robert E. Stuart** to **Joe Martin** d/b **Sapphire Bcstg. Co.**; consideration $10.00 and other monetary agreements. Ann. May 13.

KLOG Kelso, Wash.—Granted assignment of license from **KLOG Inc.** to **James D. Higson**; consideration $60,000. Ann. May 13.

WXIX (TV) Milwaukee, Wis.—Granted assignment of license and cp from **CBS** to **WXIX Inc. (Gene Posner,** president is owner of WMIL Malwaukee); consideration $50,000. CBS discontinued operation of WXIX on March 31. Ann. May 7.

APPLICATIONS

WKAB Mobile, Ala.—Seeks assignment of license from **Pursley Bcstg. Service Inc.** to **Radio Mobile Inc. (Jack Drees** and **John C. Smith)** for $250,000. Mr. Drees is freelance radio-tv announcer for ABC and CBS. Mr. Smith is sales manager WKAB. Ann. May 11.

KMOP Tucson, Ariz.—Seeks assignment of license from **Bamray Bcstg. Co.** to **Pima Bcstg. Co.** for $140,000. Purchasers are **L.B. Clayton** (60%), **Kenneth W. Ferguson** (10%), **Bob F. Clayton** (15%) and **Joe Neil Clayton** (15%). L.B. Clayton is in lumber and investment businesses, Mr. Ferguson is manager KBRZ Freeport, Tex., and Bob and Joe Clayton are ministers. Ann. May 11.

KGEE-AM-FM Bakersfield, Calif.—Seeks assignment of licenses from **KGEE Inc.** to **KGEE Bcstrs.** No change in ownership involved. Ann. May 13.

KRKC King City, Calif.—Seeks transfer of 50% of **KRKC Inc.** (cp holder) from **Howard E.** and **Helen M. Slagle** to **James H.** and **Hazel H. Rose, Claude C. Turner Jr.** and **Roy A. Wynne** for $6,000. After transfer, present 50% owners (Mr. and Mrs. Rose) will own 55%, Mr. Turner, 20%; and Mr. Wynne, 25%. Mr. Turner is chief engineer Armed Forces Radio & Tv Service, Los Angeles. Mr. Wynne is retired. Ann. May 7.

KJAX Santa Rosa, Calif.—Seeks transfer of 50% interest in **Radio Santa Rosa** from **Joseph E. Gamble,** as individual to **Joseph Gamble Stations Inc.** (licensee KJOY Stockton, Calif.). Ann. May 11.

WKYT (TV) Lexington, Ky.—Seeks assignment of license from **WKYT Inc.** to parent corporation, **Radio Cincinnati Inc.** Ann. May 11.

WEIM Fitchburg, Mass.—Seeks transfer of control of **Newcomb Bcstg. Corp.** from **Arthur A. Newcomb,** sole-owner to **Radio Fitchburg Inc.** for approximately $92,500. Sole-owner of Radio Fitchburg Inc. is **Norman Knight,** manager of WNAC-AM-TV, WRKO-FM Boston, and owns WTSV-AM-FM Claremont, WTSL Lebanon-Hanover and WHEB Portsmouth, all New Hampshire. Ann. May 13.

WAMM Flint, Mich.—Seeks transfer of control of **Binder-Carter-Durham Inc.** through purchase by licensee corporation

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through May 13

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,321	35	126	674
FM	564	41	144	78
TV	455[1]	67	104	106

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through May 13

	VHF	UHF	TOTAL
Commercial	440	82	522[3]
Non-commercial	32	10	42[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

	AM	FM	TV
Licensed (all on air)	3,313	562	450[1]
CPs on air (new stations)	31	32	67[2]
CPs not on the air (new stations)	123	141	104
Total authorized stations	3,467	735	667
Applications for new stations (not in hearing)	496	49	42
Applications for new stations (in hearing)	146	23	61
Total applications for new stations	642	72	103
Applications for major changes (not in hearing)	535	38	41
Applications for major changes (in hearing)	48	0	15
Total applications for major changes	583	38	56
Licenses deleted	0	0	0
CPs deleted	0	0	2

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

of 25% interest owned by estate of **Richard S. Carter** for $80,000. Ann. May 12.

KJCF Festus, Mo.—Seeks assignment of cp from **Donald M. Donze** to **Garrett Bcstg. Inc. (Cora Lee Garrett, 95%).** Application is for assignment of recently granted cp to boost power from 250 w DA-D to 50 kw DA-D on 1010 kc. Commission previously approved transfer of license for existing facilities. Ann. May 12.

KRMS Osage Beach, Mo.—Seeks assignment of license from **Lawrence Bcstrs. Inc.** to **Central Missouri Bcstg. Co.** for $40,000. Equal partners are **James L. Risner Jr.** and **Ella Mae Risner.** Both are employes KRMS. Ann. May 7.

WEBO Owego, N.Y.—Seeks assignment of license from **Erdman Bcstg. Inc.** to **Tioga County Bcstg. Corp.** for $76,000. Tioga principals include **Maurice S. Weiss** (50%), **Eugene Kleinman** (16%), **Herbert P. Hoffman** (16%) and others. Mr. Weiss is former sales manager and part owner WHOO Orlando, Fla.; Messrs. Hoffman and Kleinman are in apparel manufacturing business. Ann. May 8.

KCND-TV Pembina, N.D.—Seeks assignment of cp from **Community Radio Corp.** to **Pembina Bcstg. Inc.** Equal owners of Pembina are **Harry Rice, Robert Lukkason, Arthur Tweet** and **Community Radio Corp.** Consideration: Reimbursement of out-of-pocket expenses and 25% interest in Pembina Bcstg. Inc. Ann. May 13.

KWPR Claremore, Okla.—Seeks assignment of license from **Claremore Bcstg. Co. (Robert I. Hartley)** to **B. R. T. Bcstg. Co.** for $77,500. Equal partners are **James R. Brewer** and **Alvis W. Rowley,** employes KASA Elk City, Okla. and **Levi E. Taliaferro,** farmer. Ann. May 13.

WOPI-AM-FM Bristol, Tenn.—Seeks transfer of control of **Radiophone Bcstg. Station WOPI** Inc. from **W. A. Wilson Sr., W. A. Wilson Jr., James C. Wilson Sr.** and **Edwin H. Wilson Sr.,** to **Pioneer Bcstg. Corp.** for $155,000. Purchasers are **Bill B. Stone** (25%), **Donald W. Owen** (50%) and **William B. Rowland** (25%). Mr. Stone is program director WOPI, and Messrs. Owen and Rowland are insurance salesmen. Ann. May 13.

WNAH Nashville, Tenn.—Seeks transfer of minority interest in **Hermitage Bcstg. Corp.** from **Van T. Irwin Jr.** to **Mrs. Goldie G. Irwin.** No consideration involved. Gift. After transfer, Mr. Irwin will own 28%, Mrs. Irwin 27%. Ann. May 8.

WKWK-AM-FM Wheeling, W.Va.—Seeks involuntary transfer of control of **Community Bcstg. Inc.** from **John B. Reynolds** to **Corrine Anderson Reynolds,** executrix of estate of John B. Reynolds. Ann. May 13.

Hearing Cases

FINAL DECISION

By order, Commission granted petition by Western Bcstg. Corp. of Puerto Rico to make effective immediately March 26 initial decision, and granted Western application for new tv station to operate on ch. 12 in Aguadilla, P.R., and dismissed competing application of Jose A. Bechara Jr., A. Gimenez-Aguayo and Reynaldo Barletta. Commissioner Ford dissented. Petition to reflect merger of applicants was granted Jan. 30. Ann. May 13.

INITIAL DECISIONS

Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Tri-County Bcstg Co. for new am station to operate on 1570 kc, 250 w, D, in Brinkley, Ark. Ann. May 12.

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of John Laurino for new am station to operate on 1280 kc, 5 kw, D, in Scotland Neck, N.C. Ann. May 11.

STAFF INSTRUCTIONS

Commission on May 13 directed preparation of document looking toward waiving sec. 3.28(c) of rules and granting application of Granite State Bcstg. Inc., to change facilities of WKBR Manchester, N.H., from 1240 kc, 250 w, Unl. to 1250 kc, 5 kw, DA-2,

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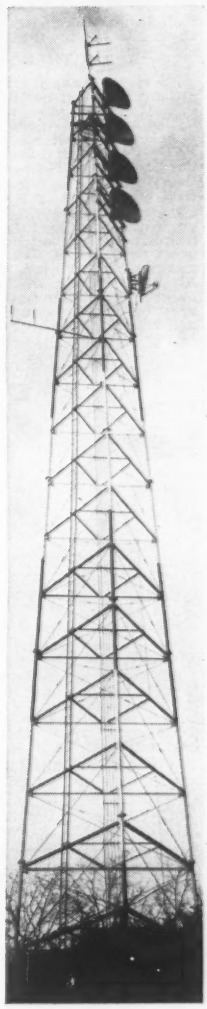

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Unl. Initial Decision of Aug. 21, 1958 looked toward denying application.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Regional Bcstg. Co., Halfway, Md., to extent of enlarging issues in consolidated proceeding on its application and those of Dover Bcstg. Co. (WDOV), Dover, Del., Four States Bcstg. Co., Halfway, Md., and George Fishman, Brunswick, Md., involving use of 1410 kc. Ann. May 13.

By order, Commission granted motion by Tribune Building Co. (KLX), Oakland, Calif., to extent of dismissing without prejudice application of Joseph F. Sheridan for new am station to operate on 900 kc, 250 w, D, in Ukiah, Calif., and terminated proceeding (Sheridan had also requested that his application be dismissed without prejudice.) Ann. May 13.

Commission scheduled following am proceedings for oral argument on June 8: Northside Bcstg. Co., Jeffersonville, Ind.; and Historyland Radio and Star Bcstg. Corp., Fredericksburg, Va. Ann. May 13.

By letter, Commission denied request of Harry A. Epperson Jr., for removal of engineering condition from Oct. 15, 1958 grant of his application for new am station (WLSN) in Wilson, N.C. (1350 kc, 1 kw, D). Ann. May 13.

By memorandum opinion and order, Commission (1) denied petition by Federal Communications Bar Association for reconsideration of April 8 report and order which amended Part I of procedural rules by setting forth new procedure for processing am applications and by establishing new "cut-off" dates determining time and order in which these applications will receive consideration; and (2) dismissed as moot FCBA petition for stay of May 16 effective date of amendments. Ann. May 13.

Benjamin C. Brown, Oceanside, Calif.—Designated for hearing application for new am station to operate on 1260 kc, 1 kw, DA-D; made KGIL San Fernando, and KFOX Long Beach, both California, parties to proceeding. Ann. May 13.

WCAP Lowell, Mass.—Designated for hearing application to increase power from 1 kw to 5 kw, continuing operation on 980 kc, D; made WCSH Portland, Me.; WSUB Groton, Conn., and WTRY Troy, N.Y., parties to proceeding. Ann. May 13.

KMAC, KISS (FM) San Antonio, Tex.—Is being afforded 15 days within which to reply to supplemental letter further advising that applications for renewal of licenses indicate necessity of a hearing. Ann. May 13.

Jack W. Hawkins, Blanding, Utah; KVEL Vernal, Utah—Designated for consolidated hearing applications of Hawkins for new am station to operate on 790 kc, 1 kw, D, and KVEL to change frequency from 1250 kc to 790 kc, continuing operation with 1 kw, D. Ann. May 13.

WORA Mayaguez, P.R.—Designated for hearing application to change facilities from 1150 kc, 1 kw, U, to 760 kc, 5 kw, DA-1, Unl.; made WIAC Santurce, party to proceeding. Ann. May 13.

Routine Roundup

BROADCAST ACTIONS
by Broadcast Bureau
Actions of May 8

***WMUB (FM) Oxford, Ohio**—Granted cp to replace expired permit which authorized change trans. and studio location, change ant. height to 293 ft., and make changes in antenna system; without prejudice to whatever further action Commission may deem necessary based on renewal application now pending before Comm.

KVII (TV) Amarillo, Tex.—Granted cp to make changes in transmitters and minor equipment changes.

KLOR-TV Provo, Utah.—Granted cp to change ERP to vis. 90.3 kw, DA, aur. 45.2 kw, DA, ant. 2840 ft.; type trans. and make other equipment changes.

WWRJ White River Junction, Vt.—Granted mod. of cp to make changes in ant. system.

WMBV-TV Marinette, Wis.—Granted mod. of cp to install new ant. system, make changes in equipment and ant. height; ERP vis 316 kw, aur. 158 kw, ant. 980 ft.

KHTV (TV) Portland, Ore.—Granted mod. of cp to change type trans.

KNDC Hettinger, N. D.—Granted authority to sign-off at 7 p.m.

***WMUB-TV Oxford, Ohio**—Granted extension of completion date to Aug. 24.

WXIX (TV) Milwaukee, Wis.—Granted extension of completion date to Nov. 7 (main trans. & ant.).

Actions of May 7

WSAR Fall River, Mass.—Granted assignment of license and cp to **K & M Publishing Inc.**

KAFY Bakersfield, Calif.—Granted assignment of license to **Howard L. Tullis** and **John P. Hearne.**

KFXM San Bernardino, Calif.—Granted acquisition of positive control by **Howard L. Tullis** through purchase of stock from **L. Benton Paschall.**

KCBM (FM) Kansas City, Kan.—Granted mod. of cp to increase ERP to 59 kw; change studio and trans. location increase ant. height to 350 ft.; change type ant. trans.

WAAF Chicago, Ill.—Remote control permitted.

KERC Eastland, Texas—Remote control permitted.

WFLW Monticello, Ky.—Granted authority to sign-off at 6 p.m., CST, for period May through Aug.

WCBM (FM) Kansas City, Kan.—Granted extension of completion date to Aug. 6.

Actions of May 6

WKAN Kankakee, Ill.—Granted assignment of license and cp to **WKAN Radio Inc.**

WPIC-AM-FM Sharon, Pa.—Granted assignment of licenses to **A.W. McDowell,** et al., d/b **Radio WPIC.**

WGUY Bangor, Me.—Granted mod. of cp to change ant.-trans. location; remote control permitted.

Actions of May 4

KPLI (FM) Riverside, Calif.—Granted license for fm station; ERP 1.6 kw; remote control permitted.

KTJS Hobart, Okla.—Granted license covering increase of power and installation of new trans.

KQXR Bakersfield, Calif.—Granted license covering change of ant.-trans. and studio location, decrease ant. height and deletion of remote control operation.

KITO San Bernardino, Calif.—Granted license covering installation new trans.

WXYZ Detroit, Mich.—Granted cp to install new trans. at main trans. site for auxiliary purposes only.

KQIK Lakeview, Ore.—Granted extension of authority to sign-off at 7 p.m., for period ending July 31.

KSMN Mason City, Iowa—Granted authority to sign-off at 7 p.m., CST, for period ending Aug. 31.

WISK St. Paul, Minn.—Granted license covering change in frequency to 630 kc, power to 500 w, 5 kw-LS, DA-2, change in ant.-trans. location and installation two main trans.

Actions of May 4

KOMY Watsonville, Calif.—Granted assignment of license to **KOMY Inc.**

KIBL Beeville, Tex.—Granted assignment of license to **John D. Rossi.**

WMOK Metropolis, Ill.—Granted assignment of license to **W.R. Tiner,** et al., a limited partnership.

KWYN Wynne, Ark.—Granted acquisition of positive control by **Raymond O., Hannah Marie** and **Mrs. Odis Raley** (as family group) through purchase of stock from **Thompson B. Murray, Jr.,** and **Luther V. Pillow.**

KFMM (FM) Tucson, Ariz.—Granted license covering change in ERP, ant. height, location of trans. and studio and type ant.; ERP 7.2 kw, ant. minus 24 ft.; remote control permitted.

KBCA (FM) Los Angeles, Calif.—Granted license for fm station; remote control permitted.

KSJO-FM San Jose, Calif.—Granted license covering change of frequency, increase in ERP and ant. height.

KSPC Claremont, Calif.—Granted license covering change in frequency, ERP, ant. height, type trans. and ant. changes.

WILA Danville, Va.—Granted license covering increase in power.

KASK-FM Ontario, Calif.—Granted license covering change of ant.-trans. location, installation new ant. trans., increase in ERP and decrease in ant. height.

WATO Oak Ridge, Tenn.—Granted mod.

Mountain States Daytimer Money maker from date of its inception. Total consideration $225,000.000. Lower for cash.

Southwest Semi-major Market Top facility in the black—Five digit power—$200,000.00. $30,000.00. down—10 year pay out.

HAMILTON-LANDIS & ASSOCIATES. Inc.

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EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

of license to change name to **Radio-Active Bcstg. Inc.**

KAYO Seattle, Wash.—Granted cp to install new trans. at main trans. site for auxiliary purposes only.

WCKB Dunn, N.C.—Granted cp to install new trans.

WTWN St. Johnsbury, Vt.—Granted cp to install new trans.

KHOE Truckee, Calif.—Granted mod. of cp to change type trans.; conditions.

KOLO Reno, Nev.—Remote control permitted, while using non-directional ant.

KJML (FM) Sacramento, Calif.—Granted extension of completion date to June 5.

Action of April 30

WPTS Pittston, Pa.—Granted authority to sign off at 7 p.m. EST, for period May 1 through Aug. 31.

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

Granted petition by Broadcast Bureau for extension of time to May 18 to file responsive pleadings to petition by Southland Bcstg. Co. (WLAU) Laurel, Miss., to enlarge issues in proceeding on its am application and that of Voice of New South Inc. (WNSL), Laurel. Action May 6.

Granted petition by Broadcast Bureau for extension of time to May 8 to file responsive pleadings to petitions by Williamsport Radio Bcstg. Assocs. Inc. (WARC), Milton, Pa., to dismiss application without prejudice and to reinstate and affirm grant of cp, etc., in proceeding on its am applications. Action May 6.

Granted petition by Logansport Bcstg. Corp., Aurora-Batavia, Ill., for extension of time to May 8 to file replies to exceptions to initial decision in proceeding on its am application and that of Fox Valley Bcstg. Co., Geneva, Ill. Action May 6.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Oregon Television Inc., and extended its participation in Portland, Ore., tv ch. 2 proceeding with reference to pending petition by Tribune Publishing Co. to amend its application and accepted petitioner's opposition to Tribune's petition. Action May 13.

Denied petition by Robert Burdette & Assocs. Inc., West Covina, Calif., for leave to submit additional response to petition of Upland Bcstg. Co., Upland, Calif., to enlarge issues in proceeding on their am applications, et al. Action May 11.

Dismissed petition by Miami Bcstg. Co. (KGLC), Miami, Okla., for leave to intervene in proceeding on applications of Kansas Bcstrs. Inc., and Salina Radio Inc., for am facilities in Salina, Kan. Action May 11.

Granted petition by West Virginia Radio Corp., for dismissal without prejudice of its application for new tv station to operate on ch. 5 in Weston, W.Va., and retained in hearing status remaining applications in consolidation. Action May 6.

Granted petition by WSC Bcstg. Co., for dismissal without prejudice of its application and retained in hearing status application of Paradise Broadcasters both for am facilities in Chico and Paradise, both Calif. Action May 5.

Denied petition by Sayger Bcstg. Co., Tiffin, Ohio, insofar as it requests leave to intervene in proceeding on application of Malrite Bcstg. Co. for am facilities in Tiffin. Action May 5.

Granted petition by Gordon A. Rogers to dismiss his application for am facilities in Colton, Calif.; dismissed application without prejudice and retained in hearing status remaining applications in consolidation (Cannon System, Ltd. [KIEV], Glendale, Calif., et al.). Action May 5.

Granted petition by Seaside Bcstg. Co. (KSRG), Seaside, Ore., to accept late appearance in proceeding on its am application. Action May 5.

Scheduled hearings for **July 6** in following proceedings: Am application of Virgin Islands Bcstg. System for additional time to construct WDTV Christiansted, V.I.; am application of William Parmer Fuller III, Salt Lake City, Utah, et al.; applications of Chronicle Publ. Co. (KRON-TV) and American Broadcasting-Paramount Theatres Inc. (KGO-TV), San Francisco, Calif., for cps to increase antenna height. Actions May 4.

By Hearing Examiner Charles J. Frederick

Continued hearing from May 11 to June 15 in proceeding on applications of Alkima Bcstg. Co., and Howard Wasserman, for am facilities in West Chester, Pa., and Herman Handloff for am facilities in Newark, Del. Action May 6.

By Hearing Examiner Isadore A. Honig

Granted petition by Southland Bcstg. Co. (WLAU), Laurel, Miss., for continuance of each of procedural dates now applicable to further proceedings on its am application and that of Voice of New South Inc. (WNSL), Laurel; continued hearing from June 16 to June 23. Action May 12.

Denied motion by Russell G. Salter insofar as it requests that record in proceeding on his application for am facilities in Aurora, Ill., be closed without further hearing or that further hearing be scheduled for May 15, or some earlier commencement date, and granted motion to extent that it requests further hearings; scheduled hearing to resume May 25. Action May 5.

By Hearing Examiner Annie Neal Huntting

Scheduled prehearing conference for June 8 in proceeding on am applications of William Parmer Fuller III, Salt Lake City, Utah, et al. Action May 12.

Granted motion for continuance of various procedural steps filed by Telemusic Co., in proceeding on its application for fm facilities in San Bernardino, Calif.; hearing continued from June 15 to July 15. Action May 12.

Upon informal agreement of parties, advanced prehearing conference from May 15 to May 13 in Beaumont, Tex., tv ch. 6 remand proceeding. Action May 8.

Scheduled prehearing conference for May 15 in Beaumont, Texas, tv ch. 6 remand proceeding. Action May 5.

By Hearing Examiner H. Gifford Irion

Denied petition by Camden Bcstg. Inc., Providence, R.I., for leave to amend its am application by submitting altered design of its proposed directional system; rejected amendment. Action May 5.

Granted motion by Frank James for continuance of hearing from May 11 to June 15 in proceeding on his application and that of San Mateo Bcstg. Co., for fm facilities in Redwood City and San Mateo, both Calif. Action May 5.

On request by Norman E. Kay, continued hearing from May 7 to July 2 on his application for am facilities in Del Mar, Calif. Action May 4.

By Hearing Examiner Jay A. Kyle

Dismissed as moot petition by Malrite Bcstg. Co., for reconsideration in proceeding on its application for am facilities in Tiffin, Ohio. Action May 12.

Upon verbal request of counsel for Broadcast Bureau, rescheduled hearing now scheduled for June 5 for June 4 in proceeding on application of Easton Bcstg. Co., for am facilities in Easton, Md. Action May 8.

Scheduled hearing for May 15 on application of Malrite Bcstg. Co., for am facilities in Tiffin, Ohio. Action May 8.

Upon verbal request of counsel for all parties in Weston, W. Va., tv ch. 5 proceeding, continued hearing from May 7 to May 14 at 9:30 a.m. Action May 7.

Referred to Commission for consideration and disposition motion by Douglas H. McDonald, trustee, for termination of proceeding on Evansville Television Inc., to show cause why its authorization for WTVW (TV), Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action May 6.

By Hearing Examiner Forest L. McClenning

Granted petition by Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio for leave to withdraw its petition for leave to amend its am application; granted petition by Broadcast Bureau insofar as it requests extension of time from May 1 for filing proposed findings of fact and conclusions of law in proceeding on Rounsaville's application; time for such filing extended to May 15. Action May 8.

Dismissed as moot motion by Seaside Bcstg. Co. (KSRG) Seaside, Ore., for continuance in proceeding on its am application, and scheduled prehearing conference for June 11. Action May 7.

By Hearing Examiner Herbert Sharfman

Granted petition by Fisher Bcstg. Co. for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore., to show change in stock ownership. Action May 12.

Continued to date to be set by subsequent order hearing scheduled for June 10 in proceeding on applications of Binder-Car-

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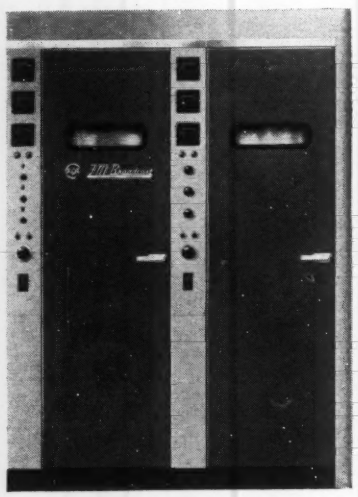

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RADIO CORPORATION of AMERICA

RCA Tmk(s)

ter-Durham Inc., and Herbert T. Graham for am facilities in Lansing, Mich. Action May 7.

On request by Fisher Bcstg. Co., scheduled oral argument for May 11 on Fisher's application for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore. Action May 5.

By Hearing Examiner Elizabeth C. Smith

Pursuant to agreement of counsel arrived at during May 8 prehearing conference, continued hearing from June 9 to Sept. 16 in proceeding on applications of George T. Hernreich and Patteson Brothers for new tv stations to operate on ch. 8 in Jonesboro, Ark. Action May 8.

License Renewals

Following stations were granted renewal of license on May 13: KAKE-TV, KSIR, KFH-FM, *KMUW (FM) Wichita; KCKT (TV) Great Bend; KOAM-AM-TV, KSEK Pittsburg, KTVH (TV), KWBW, KWHK Hutchinson; KGGF Coffeyville; KVOE, *KSTE (FM) Emporia; KXXX Colby; *KANU (FM) Lawrence and *KSDB-FM Manhattan, all Kansas. KDUH-TV Hay Springs; KETV (TV), KMTV (TV) Omaha; KHOL (TV) Kearney; KHPL-TV Hayes Center; *KUON-TV, KFMQ (FM) Lincoln, and KRVN Lexington, all Nebraska. KOCO-TV Enid; WKY-AM-TV, *KETA (TV), KTOK, *KOKH (FM) Oklahoma City; KAKC, *KWGS (FM) Tulsa; KBEL Idabel; KLCO Poteau; KRHD Duncan; KTJS Hobart; KWHW Altus; WBBZ Ponca City, *KOSU-FM Stillwater and *WNAD-FM Norman. KXEL Waterloo, Iowa and WXIX (TV) Milwaukee, Wis.

From the SEC record

The following stock transactions by officers and directors of companies in radio-tv and allied fields have been released by the Securities & Exchange Commission.

Reported to SEC between March 11 and April 10, sales involved common stock unless indicated otherwise.

Ampex Corp.—A.M. Poniatoff purchased 100 shares giving him 3,850 total.

CBS Inc.—Louis G. Cowan acquired 1,545 shares for 3,193 total.

Desilu Productions — Martin N. Leeds purchased 100 shares for 40,100 total plus 1,200 held in trust.

Loew's Inc. — Nathan Cummings purchased 5,050 shares for 56,550 total; Joseph A. Macchia acquired 200 shares, his first ownership in firm; Benjamin Meliniker bought 685 shares for 1,185 total; Robert H. O'Brien bought 685 shares for 1,185 total.

National Telefilm Assoc.—Ely A. Landau and Harold Goldman exchanged 80,350 and 40,025 NTA shares, respectively, for debentures and warrants of National Theatres Inc. In addition, Mr. Landau purchased 20,000 NTA shares giving him 20,100 total following transactions and Mr. Goldman purchased 9,000 NTA shares for 9,000 total; Bernard Tabakin, in seven transactions over several months, purchased 500 NTA shares and sold 3,000, leaving him with 1,050 total.

National Theatres Inc.—Charles A. Baker Jr. purchased 500 shares, his first in firm.

Paramount Pictures—Paul Raibourn bought 900 shares giving him 1,000 total.

RCA—Frank M. Folsom sold 3,000 shares leaving him with 10,705.

Skiatron Electronic & Tv—Arthur Levey purchased 20,000 shares giving him 270,431 total; Marion Davies sold 8,400 shares and Kurt Widder sold 2,500 shares, leaving them with 21,600 and 1,500, respectively.

TelePrompTer Corp.—Walter Craig sold 3,000 shares leaving him with 15,125.

Walt Disney Productions—Lawrence E. Tryon sold the 164 shares, plus 20 held as custodian, he owned in firm.

Warner Bros. Pictures — Jack L. Warner purchased 13,800 shares for 242,799 total plus 1,400 held in trust; William T. Orr purchased 900 shares for 16,900 total.

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U.S. TV HOMES: COUNTY-BY-COUNTY

Up-to-date tally by Nielsen gives boxscore as of spring 1959

The figures in the following tables are the latest "practical estimates" of the size and the location of the total U.S. television audience of 1959, by states and counties.

They are A. C. Nielsen Co. estimates as of spring 1959. They are the first county-by-county details to be released since Nielsen Coverage Study No. 3 in spring 1958.

The tv homes figures were derived by application of "growth rates" since the spring of 1958 in terms of changes in total homes and of television ownership penetration patterns during the past year.

Figures on total homes for spring 1959 are from *Sales Management*. These are the base against which new television ownership percentages have been applied. Television ownership percentages are A. C. Nielsen Co. estimates based on studies of trends of set ownership growth by both area and county size.

ALABAMA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Augtauga	4,100	54%	2,210	50%	2,030
Baldwin	12,000	80	9,570	77	9,170
Barbour	6,400	52	3,320	47	3,080
Bibb	3,700	62	2,280	58	2,210
Blount	6,500	73	4,770	70	4,650
Bullock	3,500	57	1,980	53	1,840
Butler	6,300	58	3,660	53	3,420
Calhoun	24,900	78	19,370	75	18,110
Chambers	9,600	67	6,420	63	6,110
Cherokee	3,600	68	2,460	65	2,400
Chilton	6,300	63	3,980	60	3,820
Choctaw	4,100	51	2,110	47	1,920
Clarke	6,000	53	3,200	49	2,990
Clay	3,000	59	1,770	55	1,660
Cleburne	2,700	68	1,840	65	1,750
Coffee	7,200	57	4,120	52	3,810
Colbert	12,000	55	6,540	49	5,760
Conecuh	4,200	54	2,250	49	2,090
Coosa	2,500	59	1,480	55	1,380
Covington	9,100	57	5,190	52	4,780
Crenshaw	4,300	60	2,600	56	2,410
Cullman	10,800	86	9,270	84	9,150
Dale	5,200	58	3,040	54	2,800
Dallas	14,800	63	9,370	59	8,560
De Kalb	10,900	61	6,680	57	6,240
Elmore	7,400	66	4,890	62	4,600
Escambia	7,400	66	4,900	62	4,610
Etowah	28,600	77	22,100	74	21,000
Fayette	4,000	60	2,400	56	2,310
Franklin	5,900	60	3,530	56	3,330
Geneva	5,800	51	2,930	45	2,660
Greene	3,300	49	1,630	45	1,520
Hale	4,600	50	2,290	45	2,070
Henry	3,600	54	1,960	50	1,860
Houston	13,800	68	9,360	64	8,710
Jackson	8,500	63	5,340	58	5,030
Jefferson	180,000	89	159,700	87	155,740
Lamar	3,400	64	2,160	59	2,080
Lauderdale	16,400	55	9,070	50	7,910
Lawrence	6,000	62	3,710	58	3,460
Lee	11,300	66	7,410	62	6,890
Limestone	8,400	63	5,320	59	4,960
Lowndes	3,400	54	1,830	49	1,730
Macon	6,200	60	3,690	55	3,510
Madison	23,200	64	14,890	60	13,560
Marengo	6,700	55	3,680	51	3,450
Marion	5,800	56	3,270	52	3,090
Marshall	12,100	67	8,160	64	7,700
Mobile	77,600	87	67,430	85	65,450
Monroe	5,300	51	2,720	47	2,530
Montgomery	46,100	85	39,330	83	38,250
Morgan	15,000	76	11,470	73	10,990
Perry	4,000	62	2,470	58	2,390
Pickens	5,000	55	2,760	50	2,560
Pike	7,100	60	4,270	55	3,990
Randolph	4,900	62	3,020	58	2,840
Russell	11,000	71	7,850	67	7,420
Saint Clair	6,200	73	4,550	70	4,440
Shelby	7,700	85	6,520	83	6,360
Sumter	5,100	55	2,800	51	2,580
Talladega	17,400	79	13,720	76	13,150
Tallapoosa	8,900	66	5,910	63	5,500
Tuscaloosa	24,800	78	19,310	75	18,650
Walker	14,500	86	12,540	85	12,440
Washington	3,400	51	1,740	47	1,590
Wilcox	4,700	51	2,410	47	2,240
Winston	3,500	58	2,040	54	1,960
Total	831,700	74	616,560	71	589,250

ARIZONA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Apache	6,000	43	2,580	38	2,280
Cochise	12,900	59	7,560	54	7,420
Coconino	8,900	50	4,410	45	3,840
Gila	7,700	63	4,880	60	4,860
Graham	3,300	55	1,830	51	1,690
Greenlee	3,500	55	1,940	51	1,950
Maricopa	164,400	90	147,450	88	141,530
Mohave	2,400	43	1,030	38	870
Navajo	8,600	43	3,740	39	3,050
Pima	73,700	89	65,500	87	60,540
Pinal	16,500	85	13,960	83	13,040
Santa Cruz	3,200	58	1,870	54	1,580
Yavapai	7,100	50	3,560	46	3,250
Yuma	13,700	71	9,760	68	9,050
Total	331,900	81	270,070	79	254,950

ARKANSAS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Arkansas	6,800	72%	4,880	69%	4,670
Ashley	5,100	63	3,230	60	3,110
Baxter	2,000	50	990	45	950
Benton	9,900	60	5,980	56	5,630
Boone	3,900	60	2,350	57	2,260
Bradley	3,300	60	1,980	56	1,910
Calhoun	1,300	60	780	56	790
Carroll	3,100	56	1,740	52	1,660
Chicot	5,300	63	3,350	60	3,230
Clark	5,200	64	3,320	61	3,210
Clay	5,400	61	3,270	57	3,180
Cleburne	1,900	50	950	46	910
Cleveland	1,500	60	900	56	900
Columbia	6,800	63	4,290	60	4,060
Conway	3,500	64	2,230	60	2,170
Craighead	12,500	79	9,880	76	10,060
Crawford	5,800	58	3,380	54	3,210
Crittenden	12,900	75	9,680	72	9,820
Cross	5,700	67	3,820	64	3,710
Dallas	2,900	64	1,860	61	1,760
Desha	5,900	59	3,470	55	3,300
Drew	3,600	62	2,220	58	2,150
Faulkner	5,800	66	3,810	63	3,690
Franklin	2,300	57	1,300	53	1,260
Fulton	1,500	58	870	54	860
Garland	15,600	75	11,750	72	11,160
Grant	2,200	62	1,360	58	1,280
Greene	6,500	60	3,930	57	3,750
Hempstead	5,400	59	3,170	55	2,910
Hot Spring	6,400	62	3,970	58	4,090
Howard	2,300	68	1,560	65	1,550
Independence	5,300	64	3,380	60	3,260
Izard	1,400	50	700	46	690
Jackson	7,300	64	4,650	60	4,220
Jefferson	24,500	71	17,440	68	16,280
Johnson	3,500	57	2,010	53	1,920
Lafayette	2,700	59	1,590	55	1,540
Lawrence	4,000	66	2,640	63	2,580
Lee	6,000	66	3,930	62	3,800
Lincoln	2,800	61	1,720	58	1,620
Little River	2,400	68	1,620	65	1,550
Logan	3,700	56	2,090	52	1,990
Lonoke	6,000	72	4,320	69	4,200
Madison	2,000	56	1,120	52	1,090

ARKANSAS CONTINUED

ARKANSAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Marion	1,200	54	650	50	650
Miller	9,400	83	7,830	81	8,590
Mississippi	17,600	77	13,480	73	13,070
Monroe	4,600	66	3,020	62	2,930
Montgomery	1,200	59	710	55	660
Nevada	2,700	64	1,730	61	1,700
Newton	1,300	56	730	52	730
Ouachita	9,300	64	5,980	60	6,380
Perry	900	69	620	66	590
Phillips	12,900	67	8,650	63	8,090
Pike	1,700	58	990	54	980
Poinsett	7,500	76	5,670	72	4,990
Polk	3,000	58	1,750	55	1,690
Pope	5,100	57	2,920	53	2,770
Prairie	2,700	72	1,940	69	1,860
Pulaski	78,400	80	62,940	78	59,840
Randolph	2,800	58	1,610	53	1,550
St. Francis	9,000	71	6,400	68	6,090
Saline	6,600	68	4,490	65	4,550
Scott	1,400	56	790	52	730
Searcy	2,300	53	1,220	49	1,130
Sebastian	18,300	83	15,160	81	17,230
Sevier	2,000	68	1,350	64	1,350
Sharp	1,500	50	750	46	730
Stone	1,300	50	650	45	590
Union	14,800	70	10,430	67	10,260
Van Buren	1,600	63	1,010	60	1,020
Washington	14,900	65	9,730	61	9,120
White	9,500	67	6,350	63	6,050
Woodruff	3,600	67	2,410	64	2,360
Yell	2,800	56	1,580	52	1,520
State Total	485,800	69%	337,020	66%	327,740

CALIFORNIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alameda	305,500	89%	271,040	87%	261,710
Alpine	100	60	60	60	60
Amador	2,900	69	1,990	66	1,910
Butte	25,600	79	20,280	76	19,340
Calaveras	3,100	69	2,140	66	2,120
Colusa	3,300	69	2,290	67	2,200
Contra Costa	112,100	90	100,980	89	96,630
Del Norte	5,900	59	3,480	55	3,140
El Dorado	7,000	69	4,820	66	4,290
Fresno	104,600	85	89,210	83	85,710
Glenn	4,700	69	3,250	66	3,110
Humboldt	30,800	83	25,460	80	25,710
Imperial	19,100	72	13,820	69	13,140
Inyo	4,100	52	2,150	48	2,170
Kern	84,700	87	73,370	85	69,960
Kings	14,000	88	12,340	87	12,030
Lake	4,100	69	2,840	66	2,590
Lassen	4,700	54	2,550	49	2,510
Los Angeles	2,040,100	91	1,866,460	91	1,773,850
Madera	11,500	87	10,020	85	9,740
Marin	41,300	87	36,030	86	33,560
Mariposa	1,300	69	900	66	860
Mendocino	15,900	63	10,050	59	10,190
Merced	25,300	82	20,620	79	19,910
Modoc	2,600	54	1,410	49	1,330
Mono	700	69	480	65	520
Monterey	57,000	85	48,660	83	46,110
Napa	19,200	70	13,350	66	12,210
Nevada	6,000	66	3,940	62	3,870
Orange	214,100	91	194,620	90	156,480
Placer	15,400	81	12,490	79	11,940
Plumas	3,500	69	2,400	65	2,340
Riverside	91,700	84	76,800	82	71,930
Sacramento	143,000	88	126,140	87	117,030
San Benito	4,300	75	3,210	72	3,020
San Bernardino	153,400	88	134,260	86	123,180
San Diego	281,300	90	253,850	89	267,580
San Francisco	284,300	89	253,850	88	250,550
San Joaquin	74,500	87	64,950	85	61,010
San Luis Obispo	22,400	75	16,810	72	15,130
San Mateo	129,000	91	117,260	90	112,070
Santa Barbara	47,500	85	40,370	83	30,780
Santa Clara	176,800	88	156,290	87	141,970
Santa Cruz	28,400	85	24,220	83	23,740
Shasta	17,100	67	11,410	63	11,560

CALIFORNIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Sierra	600	65	390	62	370
Siskiyou	9,300	61	5,660	56	5,180
Solano	35,900	87	31,250	85	34,580
Sonomo	48,200	85	40,900	83	38,750
Stanislaus	46,500	82	38,330	80	36,900
Sutter	9,700	71	6,850	68	6,450
Tehama	7,200	73	5,250	70	4,900
Trinity	3,400	73	2,480	70	1,890
Tulare	44,000	86	37,920	84	36,930
Tuolumne	4,200	69	2,890	66	3,420
Ventura	51,700	90	46,450	88	43,080
Yolo	17,200	73	12,530	70	11,850
Yuba	7,200	67	4,820	64	5,550
State Total	4,929,000	89%	4,368,640	87%	4,150,730

COLORADO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	19,200	93%	17,920	92%	19,320
Alamosa	2,900	44	1,290	40	1,190
Arapahoe	27,700	88	24,430	87	22,600
Archuleta	700	50	350	45	270
Baca	2,400	48	1,150	43	1,130
Bent	2,300	48	1,100	43	1,000
Boulder	17,800	89	15,820	87	14,770
Chaffee	2,400	60	1,450	57	1,250
Cheyenne	1,100	47	520	43	510
Clear Creek	1,000	68	680	65	710
Conejos	2,500	44	1,110	40	990
Costilla	1,200	51	610	47	560
Crowley	1,300	68	890	66	920
Custer	400	63	250	60	240
Delta	5,500	58	3,210	54	2,960
Denver	173,600	92	159,020	90	154,330
Dolores	500	52	260	46	230
Douglas	1,100	64	700	60	600
Eagle	1,300	57	740	53	690
Elbert	1,100	63	690	59	650
El Paso	35,900	82	29,350	79	31,800
Fremont	5,500	64	3,510	60	3,200
Garfield	3,800	42	1,600	37	1,410
Gilpin	200	70	140	65	130
Grand	1,300	57	740	53	630
Gunnison	1,700	44	750	39	710
Hinsdale	100	50	50	40	40
Huerfano	2,900	51	1,470	47	1,350
Jackson	700	57	400	53	370
Jefferson	29,400	91	26,620	89	23,890
Kiowa	800	48	380	43	390
Kit Carson	2,500	47	1,180	43	1,190
Lake	2,500	61	1,520	57	1,140
La Plata	5,300	51	2,710	46	2,220
Larimer	15,700	86	13,450	84	12,980
Las Animas	7,700	51	3,930	47	3,740
Lincoln	1,800	63	1,130	59	1,130
Logan	6,200	73	4,510	70	4,120
Mesa	15,900	72	11,520	69	10,660
Mineral	200	50	100	45	90
Moffat	2,000	45	890	39	750
Montezuma	3,400	51	1,740	46	1,370
Montrose	5,000	56	2,820	52	2,480
Morgan	6,400	75	4,830	73	4,290
Otero	8,000	68	5,450	65	5,280
Ouray	700	57	400	52	310
Park	500	60	300	56	280
Phillips	1,300	48	630	44	570
Pitkin	700	44	310	40	200
Prowers	4,400	48	2,120	44	2,180
Pueblo	33,000	82	26,980	79	24,980
Rio Blanco	1,600	42	670	37	630
Rio Grande	3,100	45	1,380	40	1,270
Routt	2,700	44	1,200	40	1,070
Saguache	1,400	45	630	40	520
San Juan	400	53	210	48	190
San Miguel	800	58	460	53	370
Sedgwick	1,500	49	730	44	710
Summit	400	58	230	53	210
Teller	900	61	500	57	400
Washington	2,300	70	1,610	67	1,610
Weld	21,900	90	19,650	88	19,080
Yuma	3,400	49	1,650	44	1,500
State Total	511,900	81%	412,690	78%	398,340

BAR

broadcast advertisers reports, inc.

750 third avenue, new york 17, n.y., yukon 6-8410

April 20, 1959

Mr. Ward D. Ingrim
President & General Sales Manager
Television Station KTVU
One Jack London Square
Oakland 7, California

Dear Ward:

Of the 235 television stations we now monitor, KTVU is one of those which always gives advertisers a well-scheduled, clean run for their money. I suppose no one in the business knows this better than BAR since we've been monitoring KTVU ever since you went on the air.

KTVU does not engage in triple spotting, undue crowding of commercials and other practices that advertisers and agencies have complained about recently.

Almost every station on the air can come up with some kind of rating story but few can spotlight an operation as clean as KTVU's, and this is what the agencies are looking for right now.

Cordially,

BROADCAST ADVERTISERS REPORTS, INC.

Phil Edwards
Publisher

to REACH and SELL the Greater San Francisco-Oakland Market...

buy KTVU channel 2

San Francisco • Oakland Television, INC.

ONE JACK LONDON SQUARE • OAKLAND 7, CALIFORNIA

Represented by H-R TELEVISION, INC.

CONNECTICUT

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Fairfield	179,700	92%	165,020	91%	161,030
Hartford	189,100	92	173,350	91	169,420
Litchfield	34,600	92	31,760	91	31,200
Middlesex	22,800	92	20,920	91	20,300
New Haven	185,700	92	170,830	91	167,720
New London	50,400	91	40,040	90	44,910
Tolland	16,200	91	14,820	90	14,180
Windham	21,400	92	19,590	90	19,170
State Total	699,900	92%	642,330	91%	627,930

DELAWARE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Kent	19,600	90%	17,620	89%	15,050
New Castle	84,200	92	77,210	91	71,830
Sussex	24,900	90	22,460	89	21,150
State Total	128,700	91%	117,290	90%	108,030

DISTRICT OF COLUMBIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
District of Columbia	241,600	91%	219,640	90%	221,500
State Total	241,600	91%	219,640	90%	221,500

FLORIDA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alachua	18,100	66%	11,980	62%	10,950
Baker	1,400	78	1,090	76	1,060
Bay	16,700	74	12,430	71	11,500
Bradford	2,900	78	2,250	75	2,100
Brevard	26,200	71	18,590	68	14,690
Broward	92,000	89	81,840	87	65,080
Calhoun	1,800	59	1,070	56	1,000
Charlotte	2,000	70	1,390	66	1,260
Citrus	1,700	55	940	51	820
Clay	4,600	76	3,480	73	3,350
Collier	4,600	70	3,220	67	2,730
Columbia	5,200	62	3,220	58	3,030
Dade	271,500	90	243,050	88	218,490
De Soto	2,500	56	1,400	52	1,240
Dixie	900	59	530	56	500
Duval	125,200	86	107,680	84	99,850
Escambia	44,700	81	36,010	78	33,740
Flagler	1,400	71	990	68	880
Franklin	1,500	43	650	39	580
Gadsden	8,700	56	4,910	51	4,310
Gilchrist	600	60	360	57	340
Glades	700	61	430	57	400
Gulf	2,700	60	1,610	56	1,510
Hamilton	2,200	62	1,360	58	1,280
Hardee	3,500	56	1,960	52	1,760
Hendry	1,800	61	1,090	57	1,020
Hernando	2,600	56	1,450	52	1,290
Highlands	5,200	60	3,140	57	2,780
Hillsborough	116,100	87	100,510	85	87,970
Holmes	2,800	54	1,520	49	1,380
Indian River	5,600	58	3,270	55	2,780
Jackson	8,700	55	4,780	50	4,270
Jefferson	2,400	54	1,290	50	1,190
Lafayette	700	60	420	56	390
Lake	14,300	71	10,130	67	9,300
Lee	12,200	70	8,490	66	7,550
Leon	16,000	53	8,440	47	7,410
Levy	2,500	56	1,390	52	1,340
Liberty	700	41	290	37	220
Madison	3,400	54	1,850	50	1,700
Manatee	16,600	78	12,950	75	11,340
Marion	14,000	64	8,900	59	8,180
Martin	4,100	59	2,400	55	2,080
Monroe	16,000	73	11,680	70	10,220
Nassau	4,000	79	3,160	77	2,990
Okaloosa	15,900	67	10,640	63	7,910
OkeeChobee	1,200	67	800	63	760
Orange	76,800	84	64,710	82	54,700
Osceola	5,100	66	3,360	63	3,070
Palm Beach	67,300	84	56,730	82	47,250

FLORIDA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Pasco	8,900	59	5,250	55	4,470
Pinellas	102,400	83	85,380	81	77,150
Polk	54,500	76	41,670	73	35,390
Putnam	9,500	71	6,700	67	6,120
St. Johns	9,800	75	7,390	73	6,760
St. Lucie	8,800	59	5,160	55	4,650
Santa Rosa	5,900	67	3,950	63	3,670
Sarasota	20,300	64	12,920	60	10,720
Seminole	11,500	63	7,200	59	6,320
Sumter	3,000	59	1,760	55	1,590
Suwannee	3,700	62	2,280	58	2,210
Taylor	3,600	54	1,950	50	1,800
Union	900	78	700	76	680
Volusia	35,100	63	22,230	59	19,840
Wakulla	1,200	44	530	39	470
Walton	3,700	54	2,000	49	1,810
Washington	2,600	48	1,260	44	1,190
State Total	1,344,700	80%	1,074,160	77%	946,380

GEORGIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Appling	3,000	54%	1,610	49%	1,480
Atkinson	1,700	54	920	50	850
Bacon	2,200	72	1,580	69	1,510
Baker	1,100	54	590	49	540
Baldwin	5,600	59	3,330	56	3,120
Banks	1,400	73	1,020	70	980
Barrow	3,400	74	2,510	71	2,410
Bartow	7,100	87	6,210	86	6,020
Ben Hill	3,800	54	2,040	49	1,880
Berrien	3,000	55	1,640	50	1,510
Bibb	40,000	77	30,930	74	29,560
Bleckley	2,100	64	1,340	60	1,270
Brantley	1,400	56	780	51	720
Brooks	3,500	46	1,600	41	1,470
Bryan	1,400	61	860	58	810
Bulloch	5,800	58	3,370	54	3,030
Burke	5,300	58	3,060	54	2,900
Butts	2,200	79	1,740	77	1,690
Calhoun	2,000	55	1,090	50	1,000
Camden	2,500	70	1,760	67	1,610
Candler	1,800	57	1,020	53	950
Carroll	8,400	86	7,210	84	7,140
Catoosa	4,600	79	3,620	76	3,440
Charlton	1,100	71	780	67	740
Chatham	53,100	85	45,200	83	42,640
Chattahoochee	2,700	73	1,970	69	1,250
Chattooga	5,400	77	4,170	75	4,030
Cherokee	5,200	82	4,250	80	4,140
Clarke	11,400	75	8,560	72	8,030
Clay	1,300	60	780	56	730
Clayton	9,000	89	8,030	88	7,130
Clinch	1,500	58	870	54	810
Cobb	27,400	91	24,980	90	23,570
Coffee	6,200	55	3,380	50	3,070
Colquitt	9,400	62	5,820	57	5,340
Columbia	2,200	78	1,710	75	1,650
Cook	2,900	46	1,320	41	1,180
Coweta	7,900	75	5,910	72	5,620
Crawford	1,200	65	780	62	740
Crisp	4,700	64	3,010	61	2,910
Dade	1,700	77	1,310	75	1,270
Dawson	700	80	560	79	550
Decatur	7,400	51	3,760	46	3,560
De Kalb	59,500	90	53,690	89	49,980
Dodge	3,700	64	2,370	61	2,310
Dooly	3,000	64	1,920	61	1,880
Dougherty	16,800	76	12,730	73	11,750
Douglas	3,100	86	2,680	85	2,630
Early	4,000	51	2,030	46	1,850
Echols	500	58	290	54	270
Effingham	2,200	58	1,280	54	1,190
Elbert	4,200	73	3,070	70	3,020
Emanuel	4,100	52	2,140	48	2,000
Evans	1,400	61	860	58	810
Fannin	3,500	61	2,130	57	2,000
Fayette	1,900	89	1,700	88	1,680
Floyd	19,000	80	15,270	78	14,540
Forsyth	2,700	81	2,200	79	2,140
Franklin	3,000	73	2,180	70	2,160
Fulton	159,700	90	143,470	88	140,120
Gilmer	2,200	79	1,730	76	1,680
Glascock	600	70	420	67	400
Glynn	11,800	73	8,590	70	7,740
Gordon	4,700	79	3,700	76	3,590
Grady	4,600	51	2,330	46	2,120
Greene	2,900	62	1,790	58	1,690
Gwinnett	8,500	79	6,710	76	6,470
Habersham	4,200	70	2,920	66	2,780

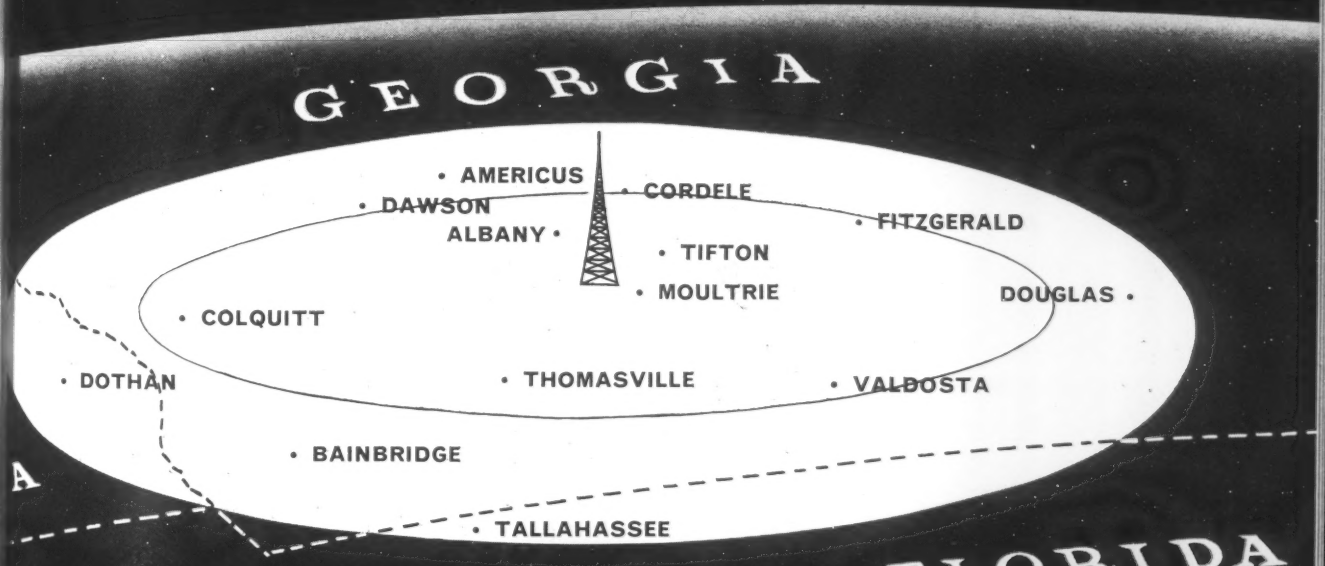
GEORGIA CONTINUED

* Now rated among the top 10 trade cities in the U. S.: Albany, Georgia

Albany's gain has been nearly double the average of the growing South . . . and Albany is still growing. It is consistently listed as a "preferred" market by Sales Management Magazine, and is so considered by hundreds of national and regional advertisers who regularly use WALB-TV.

walb-tv dominates South Georgia's only metropolitan market

with full-power coverage of a rich $739 million trading area that includes 750,000 people in Southwest Georgia. WALB-TV's tower—located 24 miles south of Albany—reaches 1,000 feet above the earth to deliver top NBC, CBS, and ABC programs to every TV home in the area.



walb-tv

ALBANY, GEORGIA
CHANNEL 10

NBC

ABC
CBS

Raymond E. Carow, *General Manager*

The Telecasting Division of
The Herald Publishing Company
James H. Gray, President

A rich market—top sales potential!†

	Total Coverage
Estimated Buying Income	$739,000,000
Population	750,000
Families	186,300

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

In the South by
James S. Ayers Co.

†Sales Management, 1958
*Forbes Magazine

GEORGIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Hall	12,200	90	10,950	88	10,600
Hancock	2,100	60	1,250	56	1,170
Haralson	3,700	86	3,200	85	3,140
Harris	2,700	70	1,890	67	1,800
Hart	3,200	73	2,350	71	2,260
Heard	1,500	75	1,130	73	1,090
Henry	3,800	85	3,230	83	3,170
Houston	7,000	77	5,370	74	5,590
Irwin	2,300	54	1,250	50	1,150
Jackson	4,200	74	3,100	71	3,050
Jasper	1,600	73	1,160	69	1,110
Jeff Davis	2,400	53	1,280	49	1,180
Jefferson	4,200	70	2,920	66	2,780
Jenkins	2,300	58	1,330	54	1,240
Johnson	2,100	56	1,170	52	1,140
Jones	1,600	59	950	56	890
Lamar	2,400	79	1,900	77	1,840
Lanier	1,300	58	750	54	700
Laurens	7,600	71	5,390	67	5,160
Lee	1,400	61	860	58	810
Liberty	2,200	62	1,360	58	1,280
Lincoln	1,300	72	930	68	890
Long	900	54	490	50	450
Lowndes	12,800	59	7,580	54	7,190
Lumpkin	1,500	61	910	57	850
McDuffie	3,000	77	2,320	75	2,240
McIntosh	1,600	62	990	58	930
Macon	3,100	64	1,990	61	1,890
Madison	2,500	73	1,820	75	1,810
Marion	1,400	64	900	61	850
Meriwether	5,100	72	3,670	69	3,510
Miller	2,000	51	1,010	46	920
Mitchell	5,200	51	2,640	46	2,400
Monroe	2,500	79	1,980	77	1,920
Montgomery	1,600	53	840	48	770
Morgan	2,500	72	1,800	69	1,720
Murray	2,500	79	1,970	76	1,910
Muscogee	43,800	89	39,120	88	36,550
Newton	5,000	85	4,260	84	4,180
Oconee	1,600	73	1,160	69	1,110
Oglethorpe	2,100	62	1,300	58	1,220
Paulding	2,700	86	2,330	85	2,290
Peach	3,000	64	1,930	61	1,830
Pickens	2,100	81	1,710	80	1,670
Pierce	2,400	55	1,330	51	1,230
Pike	1,800	72	1,300	69	1,240
Polk	8,300	86	7,170	85	6,960
Pulaski	2,000	64	1,280	61	1,210
Putnam	1,600	59	950	56	890
Quitman	700	61	430	57	400
Rabun	1,700	70	1,190	66	1,130
Randolph	2,800	60	1,680	56	1,580
Richmond	44,400	82	36,400	80	35,480
Rockdale	2,200	85	1,880	84	1,840
Schley	800	65	520	61	490
Screven	4,100	58	2,360	54	2,200
Seminole	1,900	51	970	46	880
Spaulding	8,900	90	8,050	89	7,850
Stephens	5,000	70	3,490	67	3,260
Stewart	2,100	64	1,350	61	1,280
Sumter	6,200	62	3,840	58	3,620
Talbot	1,800	70	1,260	67	1,200
Taliaferro	900	71	640	68	610
Tattnall	3,400	56	1,920	52	1,780
Taylor	2,100	64	1,350	61	1,280
Telfair	2,600	54	1,400	50	1,290
Terrell	2,900	62	1,800	59	1,700
Thomas	9,600	62	5,940	57	5,280
Tift	6,700	55	3,670	51	3,340
Toombs	4,200	56	2,370	52	2,200
Towns	1,000	61	610	57	570
Treutlen	1,400	52	730	48	670
Troup	14,800	79	11,750	77	10,960
Turner	2,500	55	1,370	50	1,260
Twiggs	1,700	56	950	52	880
Union	1,700	61	1,030	57	970
Upson	7,100	70	4,960	67	4,660
Walker	12,000	78	9,320	75	8,810
Walton	4,900	72	3,510	68	3,350
Ware	9,100	74	6,720	71	6,390
Warren	2,000	70	1,400	67	1,330
Washington	4,500	56	2,510	52	2,380
Wayne	3,500	54	1,890	50	1,470
Webster	800	65	520	61	490
Wheeler	1,400	54	760	50	700
White	1,400	60	840	56	790
Whitfield	10,500	88	9,240	86	8,900
Wilcox	2,000	64	1,280	60	1,270
Wilkes	2,700	71	1,920	68	1,830
Wilkinson	2,200	56	1,230	52	1,140
Worth	4,200	55	2,290	50	2,110
State Total	1,011,600	77%	780,990	74%	743,320

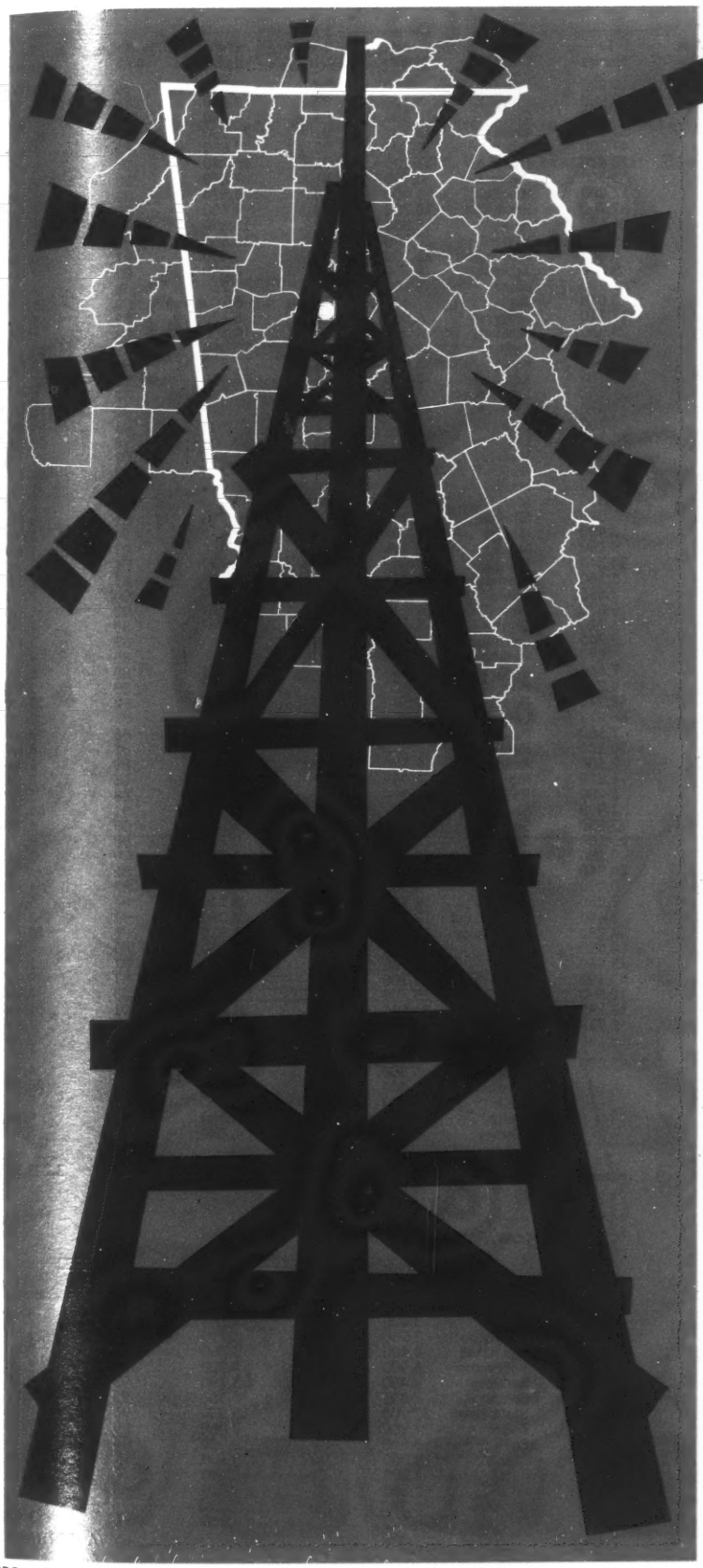
IDAHO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Ada	25,900	88%	22,770	86%	21,920
Adams	900	61	550	58	520
Bannock	12,700	80	10,110	77	9,690
Bear Lake	1,700	65	1,110	62	1,060
Benewah	1,400	84	1,170	81	1,140
Bingham	7,200	78	5,580	75	5,250
Blaine	1,400	64	890	60	840
Boise	600	67	400	63	380
Bonner	4,300	81	3,500	79	3,410
Bonneville	11,100	86	9,500	84	9,070
Boundary	1,600	81	1,290	79	1,260
Butte	800	64	510	60	480
Camas	300	63	190	60	180
Canyon	18,200	74	13,500	71	12,740
Caribou	2,200	65	1,440	62	1,310
Cassia	3,900	65	2,520	61	2,390
Clark	200	80	160	80	160
Clearwater	2,100	73	1,530	70	1,470
Custer	900	49	440	44	400
Elmore	2,900	75	2,180	72	2,390
Franklin	2,400	65	1,560	62	1,480
Fremont	2,200	80	1,770	78	1,720
Gem	2,400	67	1,600	63	1,520
Gooding	3,200	64	2,060	61	1,950
Idaho	3,100	57	1,760	52	1,610
Jefferson	2,500	80	2,010	78	1,960
Jerome	3,600	64	2,320	61	2,140
Kootenai	9,000	84	7,520	82	7,190
Latah	7,000	67	4,690	63	4,370
Lemhi	1,800	48	860	43	780
Lewis	1,200	67	800	63	760
Lincoln	1,100	65	710	61	670
Madison	2,300	81	1,860	79	1,810
Minidoka	2,300	65	1,490	61	1,410
Nez Perce	7,500	67	5,010	63	4,740
Oneida	900	64	580	61	550
Owyhee	1,700	75	1,280	72	1,230
Payette	3,700	66	2,460	63	2,340
Power	800	65	520	61	490
Shoshone	6,700	70	4,690	67	4,500
Teton	700	80	560	79	550
Twin Falls	14,100	67	9,440	63	8,770
Valley	1,100	62	680	58	640
Washington	2,700	66	1,790	63	1,700
State Total	184,300	75%	137,360	72%	130,940

ILLINOIS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	21,200	92%	19,420	90%	19,270
Alexander	6,700	80	5,340	77	5,190
Bond	3,900	90	3,500	89	3,630
Boone	5,500	83	4,570	81	4,390
Brown	2,200	88	1,940	87	1,820
Bureau	13,400	90	12,050	89	11,870
Calhoun	2,000	89	1,770	87	1,740
Carroll	6,200	87	5,380	85	5,290
Cass	4,000	88	3,510	87	3,460
Champaign	33,300	90	30,010	89	29,650
Christian	12,500	89	11,070	87	10,880
Clark	5,500	83	4,590	82	4,490
Clay	5,600	74	4,140	71	4,070
Clinton	6,300	90	5,660	89	5,680
Coles	13,600	86	11,640	84	11,300
Cook	1,575,200	92	1,455,480	92	1,420,220
Crawford	6,800	84	5,690	82	5,570
Cumberland	2,900	83	2,420	81	2,280
De Kalb	15,900	92	14,590	91	14,680
De Witt	5,600	85	4,770	84	4,680
Douglas	5,700	84	4,780	82	4,510
Du Page	77,800	93	72,030	92	67,430
Edgar	7,700	84	6,450	82	6,310
Edwards	2,800	75	2,110	73	2,050
Effingham	6,600	84	5,570	83	5,460
Fayette	7,100	84	5,990	83	5,870
Ford	4,900	88	4,330	87	4,270
Franklin	14,300	80	11,410	77	11,300
Fulton	15,700	90	14,130	89	14,010
Gallatin	2,200	74	1,620	71	1,570
Greene	6,000	88	5,270	87	5,190
Grundy	7,800	91	7,070	90	6,810
Hamilton	3,500	73	2,570	71	2,550
Hancock	8,800	86	7,540	84	7,480
Hardin	1,900	75	1,430	73	1,460
Henderson	2,400	90	2,160	89	2,130
Henry	15,800	93	14,680	92	14,440
Iroquois	10,600	85	8,980	83	8,520
Jackson	12,500	86	10,770	84	10,700
Jasper	4,100	84	3,430	82	3,440

ILLINOIS CONTINUED



wlw-a

TOWER OF STARS

beams over Georgia with sweeping coverage!

Reaching —

68% of Georgia population (plus some of Alabama, Tennessee, N. Carolina)

3 million people (⅔ of a million increase)

117 counties (43-county increase)

delivering the greatest possible advertising returns—anywhere any time!

The revolutionary WLW-A Tower of Stars changes the entire television picture in Atlanta, in Georgia, in the whole South. It was the first "traveling wave" transmitting Tower east of the Mississippi and the second in the whole Country!

With this tremendous power Tower, WLW-A reaches over Georgia and part of surrounding states—with all the star ABC programs for the greatest entertainment lineup, widest coverage, sharpest TV picture, and biggest commercial returns—ever!

So call your WLW-A Representative. You'll be glad you did!

wlw-a

channel 11 Atlanta

one of the 6 dynamic WLW Stations

Crosley Broadcasting Corporation,

a division of Avco

Your best buy in Georgia for:

Personalities Merchandising

Production Facilities Promotion Rates

Ratings

ILLINOIS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Jefferson	11,500	83	9,490	80	9,220
Jersey	4,800	88	4,220	87	3,980
Jo Daviess	6,500	87	5,640	85	5,540
Johnson	2,500	77	1,930	75	1,870
Kane	52,800	93	49,350	93	47,700
Kankakee	23,700	92	21,780	91	20,070
Kendall	4,000	91	3,630	90	3,500
Knox	18,700	92	17,120	90	17,000
Lake	74,500	94	70,220	94	67,700
La Salle	35,000	84	29,510	82	26,630
Lawrence	6,100	80	4,870	78	4,810
Lee	10,200	86	8,760	84	8,650
Livingston	11,300	85	9,630	83	9,400
Logan	8,500	91	7,720	90	7,700
McDonough	9,400	86	8,050	84	8,070
McHenry	20,000	92	18,410	91	17,110
McLean	28,400	86	24,330	84	23,530
Macon	36,400	89	32,480	88	31,690
Macoupin	14,100	90	12,690	89	12,410
Madison	69,500	91	63,320	90	61,180
Marion	13,400	89	11,940	88	11,740
Marshall	4,200	84	3,540	83	3,470
Mason	5,200	82	4,260	80	4,160
Massac	5,900	77	4,540	74	4,390
Menard	2,700	82	2,210	80	2,160
Mercer	5,700	90	5,120	89	5,140
Monroe	4,400	91	3,990	90	3,760
Montgomery	10,200	85	8,700	83	8,330
Morgan	10,500	87	9,090	85	8,820
Moultrie	4,200	85	3,560	83	3,490
Ogle	11,300	85	9,660	84	9,190
Peoria	60,600	92	55,650	91	54,340
Perry	6,300	85	5,330	83	5,140
Piatt	4,700	85	4,010	84	3,680
Pike	6,900	88	6,050	86	5,870
Pope	1,600	77	1,230	75	1,120
Pulaski	3,700	80	2,950	77	2,940
Putnam	1,200	84	1,010	83	990
Randolph	8,600	91	7,850	90	7,660
Richland	5,800	75	4,360	73	4,230
Rock Island	46,800	93	43,540	92	42,920
St. Clair	74,800	92	69,060	91	66,410
Saline	9,000	85	7,670	83	7,660
Sangamon	45,600	88	39,950	86	39,180
Schuyler	3,000	88	2,630	86	2,500
Scott	2,100	88	1,840	86	1,810
Shelby	7,900	85	6,700	83	6,480
Stark	2,400	85	2,030	83	1,990
Stephenson	15,500	91	14,110	90	13,830
Tazewell	27,400	93	25,420	92	25,160
Union	5,300	80	4,220	77	4,180
Vermilion	29,700	86	25,650	85	24,940
Wabash	4,300	80	3,430	78	3,490
Warren	8,200	90	7,340	88	7,250
Washington	4,500	84	3,800	83	3,640
Wayne	6,000	74	4,430	71	4,280
White	6,500	74	4,780	71	4,550
Whiteside	16,900	92	15,630	91	15,460
Will	49,500	92	45,600	91	43,190
Williamson	15,300	84	12,820	82	12,890
Winnebago	61,000	90	55,170	89	52,240
Woodford	7,300	85	6,170	83	5,710
State Total	3,040,500	91%	2,760,050	90%	2,683,800

INDIANA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	6,800	87%	5,930	86%	5,750
Allen	70,800	92	65,020	91	62,870
Bartholomew	14,100	92	13,020	91	12,420
Benton	3,200	88	2,830	87	2,880
Blackford	4,400	82	3,620	80	3,450
Boone	9,000	92	8,270	91	8,010
Brown	1,700	84	1,430	83	1,320
Carroll	5,300	84	4,470	83	4,380
Cass	12,200	91	11,130	90	10,890
Clark	17,900	92	16,400	91	15,840
Clay	8,200	83	6,810	81	6,650
Clinton	10,500	90	9,490	89	9,380
Crawford	2,400	83	1,990	81	1,940
Daviess	8,200	84	6,870	82	6,720
Dearborn	8,400	92	7,750	91	7,590
Decatur	5,700	89	5,050	87	4,980
De Kalb	9,000	91	8,150	90	8,060
Delaware	34,400	91	31,340	90	30,480
Dubois	7,000	81	5,690	79	5,540
Elkhart	31,300	86	27,020	84	26,020
Fayette	7,800	88	6,850	86	6,830
Floyd	16,400	92	15,160	91	14,630
Fountain	6,100	87	5,330	86	5,160

INDIANA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Franklin	4,600	88	4,040	86	4,060
Fulton	5,100	88	4,480	86	4,410
Gibson	10,300	84	8,660	82	8,360
Grant	23,200	91	21,150	90	20,420
Greene	8,700	90	7,850	89	7,840
Hamilton	11,100	92	10,240	91	9,500
Hancock	8,400	91	7,640	90	7,200
Harrison	5,400	85	4,570	83	4,400
Hendricks	10,700	90	9,600	89	9,210
Henry	15,800	88	13,890	86	13,460
Howard	20,100	92	18,560	91	17,900
Huntington	11,100	85	9,480	83	9,100
Jackson	9,300	84	7,850	83	7,440
Jasper	5,300	89	4,710	88	4,640
Jay	7,400	82	6,100	80	5,950
Jefferson	6,800	90	6,120	89	5,950
Jennings	4,700	89	4,190	88	4,050
Johnson	12,000	90	10,850	89	10,360
Knox	13,500	91	12,350	90	12,190
Kosciusko	12,100	86	10,430	84	10,210
La Grange	4,500	83	3,750	82	3,590
Lake	145,000	93	134,210	92	126,220
La Porte	27,100	92	24,880	91	24,400
Lawrence	11,300	91	10,300	90	10,080
Madison	38,700	93	36,010	92	35,000
Marion	208,800	93	194,290	92	186,890
Marshall	9,800	88	8,600	86	8,380
Martin	3,200	84	2,680	82	2,620
Miami	11,000	83	9,090	81	8,720
Monroe	15,200	91	13,870	90	13,510
Montgomery	10,300	92	9,430	91	9,240
Morgan	10,600	92	9,730	91	9,180
Newton	3,400	89	3,010	87	2,970
Noble	8,600	91	7,800	90	7,620
Ohio	1,100	93	1,020	92	1,010
Orange	5,100	82	4,190	80	4,090
Owen	3,400	90	3,070	89	3,030
Parke	4,700	87	4,070	85	4,000
Perry	5,200	82	4,270	80	4,250
Pike	4,500	81	3,660	79	3,490
Porter	15,500	93	14,420	92	13,630
Posey	5,800	88	5,130	87	5,140
Pulaski	3,800	88	3,330	86	3,360
Putnam	7,800	83	6,480	81	6,250
Randolph	9,500	90	8,550	89	8,360
Ripley	6,400	89	5,710	88	5,360
Rush	6,400	89	5,680	88	5,600
St. Joseph	72,300	92	66,570	91	65,250
Scott	4,700	90	4,220	89	4,080
Shelby	10,700	91	9,750	90	9,370
Spencer	4,400	81	3,570	79	3,560
Starke	5,900	88	5,170	86	4,920
Steuben	5,300	83	4,420	82	4,240
Sullivan	6,700	86	5,740	84	5,720
Switzerland	2,200	93	2,040	92	2,020
Tippecanoe	25,300	87	21,910	85	20,780
Tipton	5,300	86	4,580	85	4,160
Union	1,700	88	1,500	87	1,480
Vanderburgh	56,100	88	49,470	87	49,450
Vermillion	5,700	87	4,940	85	4,940
Vigo	34,500	92	31,870	91	31,600
Wabash	9,900	82	8,140	80	7,860
Warren	2,600	87	2,270	86	2,230
Warrick	7,500	81	6,100	79	5,870
Washington	5,300	85	4,490	83	4,400
Wayne	23,400	89	20,820	87	20,470
Wells	6,300	87	5,490	86	5,400
White	6,100	84	5,150	83	4,960
Whitley	6,700	91	6,080	90	5,920
State Total	1,401,700	90%	1,263,900	89%	1,223,380

IOWA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	3,600	78%	2,790	75%	2,700
Adams	2,300	78	1,790	75	1,810
Allamakee	4,400	74	3,260	71	3,210
Appanoose	5,900	73	4,300	70	4,190
Audubon	3,400	94	3,190	93	3,170
Benton	7,000	94	6,560	93	6,510
Black Hawk	37,200	96	35,530	95	33,690
Boone	7,800	91	7,060	89	7,070
Bremer	5,700	86	4,900	84	4,730
Buchanan	6,000	96	5,730	95	5,600
Buena Vista	7,200	79	5,690	77	5,440
Butler	5,200	85	4,410	83	4,410
Calhoun	5,100	76	3,890	74	3,750
Carroll	6,500	92	5,980	91	5,830

IOWA CONTINUED

Interview: Al Strietmann

Strietmann Biscuit Company Advertising Manager tells why he selects WLW-TV and WLW Radio for Zesta Crackers

"In the Strietmann area, the combined wide coverage of the WLW-TV Stations and WLW Radio is that powerful advertising plus."

"This wide coverage matches a product's wide distribution—in our case, Zesta Crackers in the new 8 Pak."

"So this perfect coverage-distribution combination assures 8 times the lasting freshness for advertisers' commercial messages!"

The dynamic WLW group

Call your WLW Stations' Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW Radio

Crosley Broadcasting Corporation, a division of Avco

IOWA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Cass	6,100	93	5,700	93	5,660
Cedar	5,500	96	5,300	96	5,370
Cerro Gordo	16,600	95	15,810	95	15,420
Cherokee	5,200	93	4,810	92	4,670
Chickasaw	4,300	78	3,340	75	3,230
Clarke	3,000	66	1,990	63	1,890
Clay	6,100	74	4,510	71	4,410
Clayton	6,100	74	4,510	71	4,400
Clinton	17,600	97	17,020	96	16,560
Crawford	5,400	92	4,970	91	4,920
Dallas	7,400	91	6,730	90	6,750
Davis	2,800	80	2,240	78	2,250
Decatur	3,600	71	2,570	68	2,460
Delaware	4,900	96	4,690	95	4,760
Des Moines	15,600	95	14,850	95	14,470
Dickinson	4,000	74	2,960	71	2,770
Dubuque	22,000	92	20,290	91	18,870
Emmet	4,300	67	2,880	64	2,680
Fayette	7,900	80	6,320	77	6,110
Floyd	7,200	78	5,580	75	5,330
Franklin	5,000	87	4,340	85	4,270
Fremont	3,200	93	2,980	93	2,960
Greene	4,500	90	4,070	89	4,110
Grundy	4,200	90	3,760	88	3,620
Guthrie	4,100	91	3,730	90	3,690
Hamilton	6,400	95	6,070	94	6,130
Hancock	4,100	82	3,360	80	3,280
Hardin	7,300	95	6,920	94	6,880
Harrison	5,100	96	4,900	96	5,070
Henry	5,600	81	4,530	79	4,330
Howard	3,700	71	2,630	68	2,580
Humboldt	3,800	72	2,750	69	2,630
Ida	3,200	92	2,950	91	2,920
Iowa	4,600	83	3,800	81	3,790
Jackson	5,400	91	4,930	90	4,970
Jasper	10,200	95	9,730	95	9,480
Jefferson	5,500	81	4,440	79	4,400
Johnson	14,300	84	11,960	81	10,910
Jones	5,600	91	5,110	90	5,060
Keokuk	5,200	83	4,290	81	4,350
Kossuth	7,400	73	5,370	69	5,210
Lee	13,600	81	10,980	78	10,390
Linn	40,900	96	39,420	96	37,880
Louisa	3,200	83	2,640	81	2,580
Lucas	3,300	66	2,190	63	2,150
Lyon	4,000	92	3,680	91	3,730
Madison	3,800	90	3,410	89	3,460
Mahaska	7,700	78	5,970	75	5,930
Marion	7,200	94	6,760	93	6,710
Marshall	11,700	95	11,070	94	10,990
Mills	3,300	91	3,010	90	2,980
Mitchell	4,000	84	3,360	82	3,290
Monona	4,700	96	4,520	96	4,600
Monroe	2,800	73	2,030	69	2,010
Montgomery	5,100	91	4,660	90	4,610
Muscatine	10,500	97	10,140	96	10,090
Obrien	5,900	80	4,710	78	4,580
Osceola	2,800	80	2,240	78	2,250
Page	7,400	93	6,890	92	6,830
Palo Alto	4,100	67	2,730	64	2,540
Plymouth	6,900	92	6,340	91	6,550
Pocahontas	4,200	71	2,980	68	2,840
Polk	85,900	96	82,420	95	79,660
Potta-wattamie	23,000	95	21,780	94	20,960
Poweshink	5,700	78	4,420	75	4,200
Ringgold	2,700	79	2,140	77	2,160
Sac	5,200	79	4,100	77	3,980
Scott	36,900	97	35,690	96	34,280
Shelby	4,400	94	4,140	93	4,110
Sioux	6,800	92	6,250	91	6,190
Story	13,900	95	13,150	94	12,580
Tama	6,500	89	5,800	88	5,720
Taylor	3,700	79	2,930	77	2,920
Union	5,600	78	4,340	75	4,270
Van Buren	3,400	80	2,710	77	2,710
Wapello	16,500	80	13,250	78	12,740
Warren	5,400	90	4,860	89	4,710
Washington	6,400	83	5,290	81	5,090
Wayne	3,600	72	2,580	68	2,530
Webster	14,100	96	13,540	96	13,180
Winnebago	3,700	82	3,030	80	3,040
Winneshiek	6,300	71	4,490	68	4,360
Woodbury	35,900	96	34,610	96	34,540
Worth	3,100	84	2,610	83	2,640
Wright	6,100	87	5,310	86	5,310
State Total	843,200	89%	753,940	88%	734,600

KANSAS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Allen	5,400	71%	3,840	68%	3,670
Anderson	3,100	64	1,990	61	1,830
Atchison	6,400	87	5,570	86	5,480
Barber	2,800	75	2,100	72	2,020
Barton	10,800	93	10,070	93	9,990
Bourbon	6,000	71	4,270	68	4,080
Brown	4,900	78	3,810	75	3,690
Butler	12,800	83	10,640	81	10,030
Chase	1,300	74	960	71	990
Chautauqua	2,100	63	1,320	60	1,250
Cherokee	7,500	73	5,490	70	5,340
Cheyenne	1,400	45	630	40	560
Clark	1,100	64	700	60	660
Clay	3,600	64	2,310	61	2,190
Cloud	4,800	58	2,780	54	2,650
Coffey	2,600	65	1,680	61	1,590
Comanche	1,000	76	760	73	730
Cowley	12,500	79	9,910	76	9,480
Crawford	14,200	79	11,260	77	10,710
Decatur	2,000	59	1,170	55	1,090
Dickinson	7,300	58	4,260	55	3,980
Doniphan	3,300	87	2,870	85	2,820
Douglas	10,300	76	7,830	73	7,110
Edwards	1,800	81	1,450	78	1,410
Elk	1,800	63	1,130	59	1,130
Ellis	5,300	73	3,860	70	3,630
Ellsworth	2,500	67	1,680	64	1,670
Finney	4,300	57	2,440	52	2,240
Ford	6,300	64	4,060	60	3,810
Franklin	6,600	82	5,390	80	5,250
Geary	7,200	58	4,200	55	3,870
Gove	1,000	53	530	49	490
Graham	1,300	58	750	54	700
Grant	1,400	49	680	43	600
Gray	1,200	65	780	61	730
Greeley	600	47	280	42	250
Greenwood	3,700	75	2,760	72	2,670
Hamilton	800	40	320	35	280
Harper	3,000	75	2,240	72	2,160
Harvey	7,900	81	6,380	79	6,130
Haskell	700	49	340	43	300
Hodgeman	900	80	720	78	700
Jackson	3,300	78	2,570	75	2,490
Jefferson	3,600	78	2,790	75	2,700
Jewell	2,500	58	1,450	54	1,410
Johnson	41,900	95	39,610	94	37,720
Kearny	900	49	440	43	390
Kingman	3,300	75	2,470	72	2,380
Kiowa	1,400	75	1,050	72	1,010
Labette	9,200	67	6,170	63	5,960
Lane	900	53	480	49	440
Leavenworth	11,300	95	10,750	94	10,580
Lincoln	1,900	68	1,290	65	1,230
Linn	2,800	80	2,240	78	2,260
Logan	1,100	44	480	39	430
Lyon	7,900	66	5,190	62	4,870
McPherson	7,500	79	5,930	77	5,750
Marion	5,000	74	3,710	71	3,570
Marshall	5,200	62	3,220	58	3,090
Meade	1,600	64	1,030	61	970
Miami	6,200	80	4,950	78	4,810
Mitchell	2,700	58	1,560	54	1,510
Montgomery	16,700	78	13,030	75	12,530
Morris	2,400	74	1,780	71	1,780
Morton	1,000	40	400	35	350
Nemaha	4,000	78	3,110	75	3,010
Neosho	6,500	73	4,770	70	4,650
Ness	1,700	53	900	48	820
Norton	2,700	58	1,570	54	1,460
Osage	4,400	82	3,590	80	3,500
Osborne	2,300	62	1,420	58	1,400
Ottawa	2,300	67	1,550	64	1,480
Pawnee	2,800	80	2,250	78	2,190
Phillips	3,400	62	2,110	59	1,990
Potta-watomie	3,700	62	2,300	59	2,170
Pratt	3,900	75	2,930	72	2,820
Rawlins	1,500	44	660	39	590
Reno	19,800	94	18,620	93	18,280
Republic	3,500	64	2,250	61	2,130
Rice	4,600	79	3,640	77	3,610
Riley	6,400	65	4,160	61	4,330
Rooks	3,000	62	1,870	59	1,760
Rush	1,900	73	1,390	70	1,400
Russell	3,800	73	2,760	70	2,650
Saline	13,500	77	10,430	74	10,540
Scott	1,300	52	680	48	620
Sedgwick	110,200	94	103,350	93	98,880

KANSAS CONTINUED

ESTEEMED FOR DEPENDABILITY

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2700 West 3rd Street, Los Angeles 57, Cal.

KANSAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Seward	4,100	49	1,990	43	1,670
Shawnee	43,300	94	40,770	93	39,310
Sheridan	1,100	57	630	54	590
Sherman	1,800	46	820	41	740
Smith	2,600	62	1,610	58	1,520
Stafford	2,300	80	1,840	78	1,790
Stanton	600	40	240	35	210
Stevens	1,200	40	480	35	420
Sumner	9,000	75	6,730	72	6,410
Thomas	2,200	44	970	39	860
Trego	1,500	54	810	49	740
Wabaunsee	2,200	66	1,450	63	1,380
Wallace	700	46	320	41	290
Washington	3,600	64	2,310	61	2,250
Wichita	700	44	310	40	280
Wilson	4,700	73	3,450	70	3,310
Woodson	2,000	65	1,290	61	1,220
Wyandotte	61,500	95	58,500	94	59,340
State Total	678,100	81%	549,630	79%	530,800

KENTUCKY

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	3,800	60%	2,290	57%	1,980
Allen	3,400	58	1,960	54	1,830
Anderson	2,400	72	1,720	68	1,640
Ballard	2,900	59	1,710	55	2,240
Barren	8,200	58	4,750	54	4,530
Bath	2,500	51	1,280	47	1,170
Bell	8,300	62	5,160	58	5,020
Boone	6,000	89	5,340	88	4,830
Bourbon	4,900	65	3,190	61	3,000
Boyd	14,800	92	13,650	91	14,130
Boyle	5,500	63	3,450	59	3,260
Bracken	2,200	82	1,810	80	1,770
Breathitt	3,600	49	1,780	45	1,570
Breckinridge	3,800	77	2,920	74	2,820
Bullitt	4,500	90	4,050	89	3,730
Butler	2,200	55	1,210	51	1,120
Caldwell	3,500	49	1,730	45	1,560
Calloway	5,800	55	3,210	51	2,970
Campbell	28,900	93	26,830	92	25,740
Carlisle	1,700	59	1,010	55	930
Carroll	2,500	89	2,230	88	2,370
Carter	4,700	82	3,840	80	3,820
Casey	3,600	57	2,050	53	1,910
Christian	10,100	68	6,850	64	11,140
Clark	5,400	52	2,790	47	2,500
Clay	4,400	42	1,840	37	1,360
Clinton	2,000	42	830	37	730
Crittenden	2,700	50	1,340	45	1,210
Cumberland	2,500	55	1,380	51	1,280
Daviess	19,600	77	15,150	74	14,780
Edmonson	1,700	58	990	54	920
Elliott	1,200	82	980	79	1,030
Estill	3,300	42	1,400	37	1,160
Fayette	35,700	66	23,610	62	21,700
Fleming	2,600	62	1,600	58	1,450
Floyd	9,500	78	7,420	75	6,990
Franklin	8,300	73	6,020	70	5,700
Fulton	3,200	55	1,770	51	1,590
Gallatin	1,100	89	980	88	880
Garrard	2,700	63	1,690	59	1,710
Grant	2,700	89	2,410	88	2,460
Graves	9,700	55	5,370	50	5,470
Grayson	4,600	58	2,660	54	2,320
Green	2,900	60	1,750	57	1,700
Greenup	7,000	82	5,710	80	5,490
Hancock	1,400	76	1,070	74	1,030
Hardin	14,000	83	11,660	81	11,260
Harlan	13,400	66	8,790	62	8,760
Harrison	4,200	73	3,080	70	2,950
Hart	3,700	58	2,140	54	2,050
Henderson	10,600	75	7,900	71	8,100
Henry	3,100	75	2,330	72	2,100
Hickman	2,000	59	1,180	55	1,090
Hopkins	12,200	59	7,180	54	6,540
Jackson	2,900	41	1,190	36	970
Jefferson	177,200	92	163,590	91	162,750
Jessamine	3,500	63	2,190	59	2,130
Johnson	5,000	71	3,550	68	3,190
Kenton	41,700	95	39,490	94	37,890
Knott	3,700	49	1,830	45	1,390
Knox	6,300	52	3,290	47	2,850
Larue	2,800	60	1,680	56	1,520
Laurel	6,500	41	2,660	36	2,220
Lawrence	3,100	71	2,200	68	2,100
Lee	1,800	47	840	42	750
Leslie	3,200	42	1,340	37	1,070
Letcher	6,500	55	3,580	50	3,240
Lewis	3,000	62	1,850	58	1,630

KENTUCKY (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Lincoln	4,300	57	2,450	53	2,330
Livingston	1,900	54	1,030	49	880
Logan	5,600	69	3,870	66	3,740
Lyon	1,500	55	820	51	810
McCracken	19,400	63	12,270	59	13,030
McCreary	2,800	51	1,440	47	1,360
McLean	2,500	55	1,380	51	1,270
Madison	9,200	52	4,800	47	4,240
Magoffin	2,200	50	1,100	45	950
Marion	3,900	72	2,790	68	2,600
Marshall	5,100	59	3,020	55	3,070
Martin	1,800	72	1,290	68	1,230
Mason	5,400	82	4,450	80	4,420
Meade	2,000	77	1,540	75	1,490
Menifee	800	44	350	39	270
Mercer	4,000	63	2,510	59	2,550
Metcalfe	2,300	56	1,280	51	1,130
Monroe	3,100	55	1,710	51	1,530
Montgomery	2,800	52	1,450	47	1,230
Morgan	2,500	47	1,170	42	1,090
Muhlenberg	7,400	61	4,510	56	4,290
Nelson	4,900	90	4,410	89	4,350
Nicholas	2,100	65	1,370	62	1,230
Ohio	4,400	55	2,410	50	2,370
Oldham	3,100	75	2,330	72	2,170
Owen	2,600	73	1,890	70	1,810
Owsley	1,400	41	580	36	510
Pendleton	3,000	82	2,460	80	2,320
Perry	8,100	56	4,540	51	4,180
Pike	16,100	67	10,820	63	9,890
Powell	1,500	43	640	38	570
Pulaski	9,400	53	4,990	48	4,090
Robertson	500	82	410	80	400
Rockcastle	2,700	41	1,110	36	970
Rowan	2,500	62	1,540	58	1,450
Russell	2,800	57	1,600	53	1,380
Scott	3,800	73	2,780	70	2,740
Shelby	5,000	75	3,740	72	3,820
Simpson	3,000	69	2,070	66	1,840
Spencer	1,500	90	1,350	89	1,330
Taylor	4,900	60	2,960	57	2,320
Todd	3,200	69	2,210	66	2,170
Trigg	2,100	56	1,170	51	1,130
Trimble	1,400	75	1,050	72	1,010
Union	4,000	53	2,120	49	1,990
Warren	12,700	67	8,480	63	8,170
Washington	2,900	72	2,080	69	1,990
Wayne	3,800	42	1,590	37	1,290
Webster	4,500	53	2,380	48	2,180
Whitley	6,600	52	3,410	47	3,020
Wolfe	1,500	47	700	41	620
Woodford	3,100	73	2,270	70	2,180
State Total	824,000	73%	603,010	70%	584,090

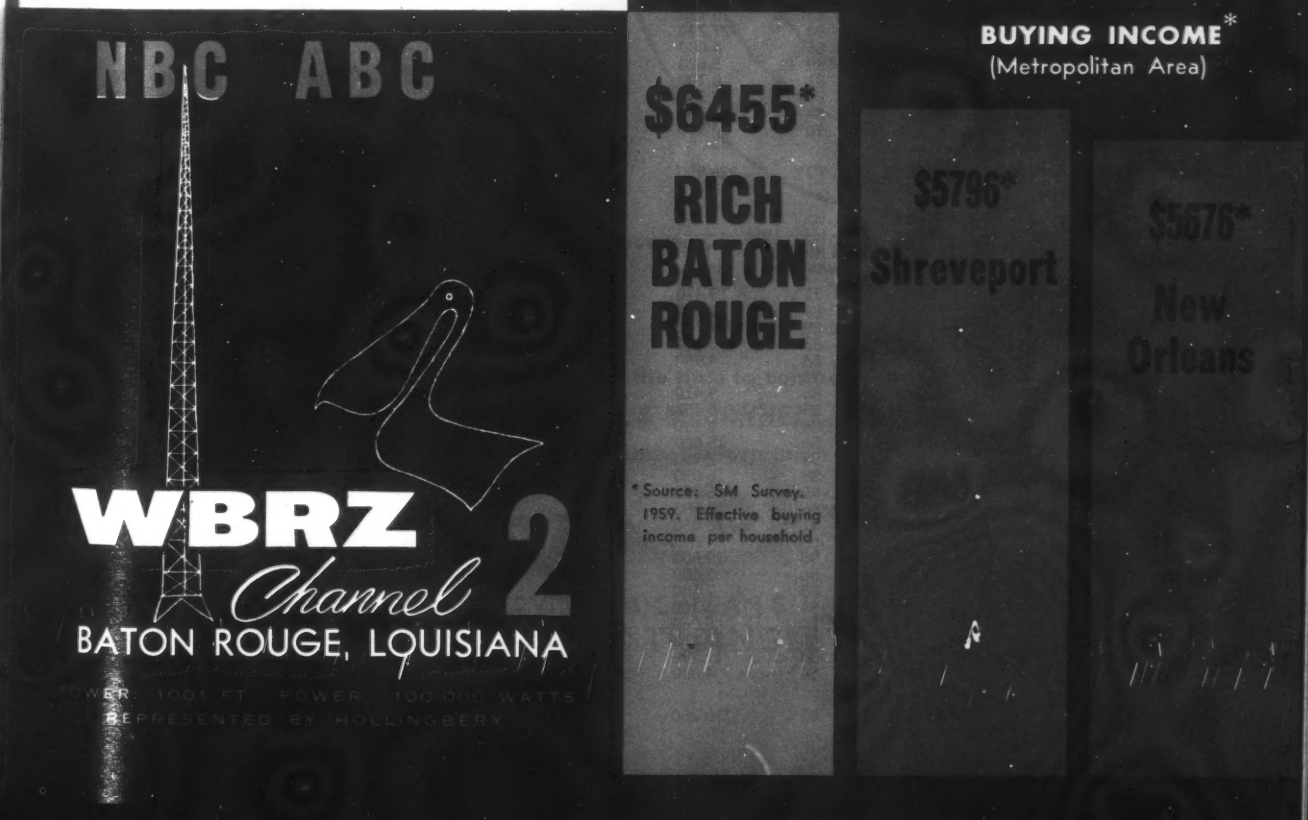
LOUISIANA

Parish	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Acadia	13,100	63%	8,310	59%	7,690
Allen	5,500	63	3,460	59	3,270
Ascension	6,000	66	3,980	63	3,790
Assumption	3,900	60	2,350	57	2,210
Avoyelles	10,500	65	6,790	61	6,360
Beauregard	5,800	63	3,650	59	3,390
Bienville	4,200	61	2,570	57	2,470
Bossier	11,200	79	8,860	76	10,220
Caddo	62,400	85	53,010	83	51,160
Calcasieu	38,800	75	29,250	72	26,520
Caldwell	2,700	66	1,770	62	1,680
Cameron	1,200	64	770	61	790
Catahoula	2,700	61	1,650	57	1,550
Claiborne	6,000	61	3,670	58	3,510
Concordia	3,700	61	2,260	57	2,120
De Soto	5,600	73	4,070	70	3,970
East Baton Rouge	66,100	84	55,350	82	52,750
East Carroll	3,800	67	2,540	64	2,490
East Feliciana	3,400	60	2,030	56	1,900
Evangeline	8,900	62	5,510	58	5,060
Franklin	7,100	69	4,870	65	4,610
Grant	3,300	68	2,240	65	2,200
Iberia	12,100	69	8,350	65	7,520
Iberville	6,800	62	4,210	58	4,030
Jackson	3,600	68	2,450	65	2,340
Jefferson	50,000	86	43,190	85	39,860
Jefferson Davis	8,100	64	5,150	60	4,810
Lafayette	19,000	71	13,540	68	12,630
Lafourche	11,500	80	9,230	78	8,850
La Salle	3,900	66	2,560	62	2,430
Lincoln	6,900	64	4,410	61	4,180

LOUISIANA CONTINUED

FOR INCOME BUY 2 BATON ROUGE in LOUISIANA

Louisiana's *second* market in size is *first* in buying power. The $6,455 EBI per household in Baton Rouge is several lengths ahead of New Orleans and Shreveport. To sell Louisiana, buy advertising in at least two markets—the *right* two. Buy 2 in Baton Rouge.



LOUISIANA (CONTINUED)

Parish	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Livingston	5,700	66	3,790	63	3,610
Madison	4,300	67	2,880	64	2,810
Morehouse	9,600	66	6,370	62	6,180
Natchitoches	9,300	66	6,110	62	5,740
Orleans	195,600	87	169,660	85	164,390
Ouachita	25,800	79	20,320	76	19,430
Plaquemines	3,700	82	3,020	79	2,940
Pointe Coupee	5,200	60	3,100	56	2,900
Rapides	30,500	77	23,350	73	22,020
Red River	2,500	72	1,810	69	1,800
Richland	6,300	77	4,870	75	4,780
Sabine	5,100	57	2,910	53	2,710
St. Bernard	8,000	86	6,870	84	5,800
St. Charles	3,400	76	2,570	73	2,480
St. Helena	2,400	59	1,420	55	1,330
St. James	3,300	76	2,500	73	2,410
St. John Baptist	3,500	76	2,650	73	2,560
St. Landry	20,800	63	13,070	59	12,110
St. Martin	6,100	60	3,670	56	3,440
St. Mary	10,600	69	7,330	66	6,880
St. Tammany	8,400	76	6,360	73	6,060
Tangipahoa	16,300	84	13,690	82	13,180
Tensas	3,200	67	2,140	64	2,040
Terrebonne	12,600	83	10,510	81	9,910
Union	4,700	64	3,010	61	2,850
Vermilion	10,200	62	6,360	58	5,910
Vernon	6,200	57	3,540	53	3,240
Washington	11,300	81	9,100	78	8,730
Webster	10,400	76	7,930	73	7,600
West Baton Rouge	3,200	62	1,980	58	1,870
West Carroll	3,600	77	2,780	75	2,760
West Feliciana	1,600	60	960	56	900
Winn	4,300	68	2,920	65	2,790
State Total	855,500	77%	661,600	75%	630,570

MAINE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Androscoggin	24,400	92%	22,480	91%	22,220
Aroostook	24,200	80	19,300	77	18,730
Cumberland	51,500	91	46,660	89	45,560
Franklin	5,400	86	4,630	84	4,630
Hancock	10,000	87	8,700	85	8,530
Kennebec	23,700	92	21,690	90	21,150
Knox	8,700	88	7,640	86	7,610
Lincoln	5,400	90	4,880	89	4,550
Oxford	11,400	90	10,220	88	10,150
Penobscot	30,900	91	28,090	90	27,790
Piscataquis	4,700	87	4,070	85	4,080
Sagadahoc	5,700	90	5,150	89	5,620
Somerset	11,000	83	9,090	81	8,790
Waldo	5,900	88	5,180	87	5,190
Washington	9,200	86	7,940	84	7,850
York	27,200	91	24,820	90	24,500
State Total	259,300	89%	230,540	87%	226,950

MARYLAND

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Allegany	27,200	75%	20,330	71%	19,410
Anne Arundel	47,300	91	42,810	89	39,200
Baltimore	412,000	90	370,350	89	357,710
Calvert	3,600	85	3,060	83	3,000
Caroline	5,600	87	4,890	86	4,980
Carroll	14,400	91	13,070	90	12,620
Cecil	11,900	87	10,390	86	9,410
Charles	7,100	85	6,040	83	5,750
Dorchester	8,200	86	7,040	84	6,910
Frederick	18,400	88	16,130	86	15,660
Garrett	4,700	61	2,890	58	2,950
Harford	18,500	90	16,610	88	16,010
Howard	7,700	87	6,680	85	6,220
Kent	4,400	87	3,830	86	3,680
Montgomery	88,000	92	80,720	91	78,060
Prince George's	94,500	91	86,340	90	79,600
Queen Anne's	4,300	87	3,740	86	3,680
St. Mary's	8,800	85	7,460	83	7,150
Somerset	5,700	58	3,330	54	3,160
Talbot	6,100	86	5,240	84	5,060
Washington	25,500	83	21,090	80	20,170
Wicomico	14,600	86	12,570	84	11,790
Worcester	7,400	58	4,310	54	4,080
State Total	845,900	89%	748,920	87%	716,260

MASSACHUSETTS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Barnstable	16,600	91%	15,170	90%	15,970
Berkshire	41,900	92	38,420	91	37,950
Bristol	120,700	92	111,380	91	110,030
Dukes	1,800	89	1,610	88	1,590
Essex	169,800	92	156,810	91	154,700
Franklin	17,400	89	15,490	88	15,150
Hampden	119,300	93	110,450	92	108,690
Hampshire	23,000	90	20,590	88	20,350
Middlesex	328,600	92	301,330	91	296,360
Nantucket	1,000	90	900	89	890
Norfolk	135,900	92	125,260	91	121,900
Plymouth	68,700	92	63,440	91	61,900
Suffolk	239,100	92	220,590	91	217,740
Worcester	171,800	92	158,330	91	155,700
State Total	1,455,600	92%	1,339,770	91%	1,318,920

MICHIGAN

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alcona	900	83%	750	81%	730
Alger	2,600	73	1,900	70	1,830
Allegan	15,400	91	14,080	90	15,260
Alpena	7,300	70	5,110	67	4,770
Antrim	2,900	80	2,320	78	2,180
Arenac	2,700	86	2,310	84	2,270
Baraga	1,800	74	1,340	72	1,510
Barry	10,200	90	9,220	89	8,660
Bay	29,400	92	27,020	91	26,610
Benzie	2,300	81	1,870	79	1,820
Berrien	46,700	92	42,990	91	41,580
Branch	11,500	86	9,910	84	9,190
Calhoun	41,400	92	38,060	91	38,250
Cass	11,400	89	10,180	88	9,690
Charlevoix	3,900	75	2,920	73	2,830
Cheboygan	3,600	75	2,700	73	2,620
Chippewa	9,100	75	6,830	73	6,540
Clare	3,500	88	3,070	86	2,940
Clinton	9,800	92	9,000	91	8,980
Crawford	1,100	83	910	81	890
Delta	9,300	80	7,440	78	7,460
Dickinson	7,000	83	5,840	82	6,850
Eaton	14,900	90	13,370	88	12,460
Emmet	4,400	75	3,300	73	3,420
Genesee	108,400	90	98,000	89	93,920
Gladwin	2,600	88	2,290	87	2,250
Gogebic	7,900	76	6,020	74	5,840
Grand Traverse	9,100	81	7,370	79	7,020
Gratiot	10,300	91	9,410	90	9,200
Hillsdale	10,000	84	8,410	82	8,930
Houghton	9,900	71	7,020	67	6,880
Huron	9,500	91	8,660	90	8,370
Ingham	64,800	92	59,690	91	58,270
Ionia	11,700	91	10,680	90	10,360
Iosco	4,600	86	3,950	84	3,620
Iron	5,700	74	4,220	72	4,080
Isabella	8,200	88	7,220	87	7,110
Jackson	38,400	92	35,290	91	33,590
Kalamazoo	48,200	93	44,720	92	43,790
Kalkaska	1,100	81	890	78	940
Kent	106,500	92	98,050	91	94,360
Keweenaw	600	73	440	72	430
Lake	1,400	88	1,230	86	1,210
Lapeer	12,200	91	11,130	90	11,970
Leelanau	2,500	81	2,020	79	1,970
Lenawee	24,900	92	22,820	91	21,640
Livingston	10,400	91	9,450	90	8,720
Luce	1,500	73	1,100	71	1,060
Mackinac	2,700	76	2,040	73	1,900
Macomb	103,600	94	97,060	93	90,740
Manistee	6,100	82	4,990	80	4,950
Marquette	14,600	75	11,000	73	10,440
Mason	6,900	81	5,580	79	5,270
Mecosta	5,500	90	4,940	89	4,790
Menominee	7,500	84	6,270	82	6,130
Midland	13,200	89	11,710	87	11,160
Missaukee	1,900	80	1,520	78	1,560
Monroe	27,800	93	25,720	92	24,340
Montcalm	11,500	92	10,580	91	10,000
Montmorency	1,100	70	770	68	810
Muskegon	44,000	93	40,960	92	40,080
Newaygo	7,300	88	6,410	86	6,140
Oakland	186,300	93	172,740	92	166,330
Oceana	4,500	81	3,630	78	3,610
Ogemaw	2,500	83	2,080	82	2,120
Ontonagon	3,000	76	2,280	74	2,210
Osceola	3,600	90	3,230	89	3,370
Oscoda	800	84	670	82	740

MICHIGAN CONTINUED

WILX-TV's B signal area, which includes Michigan's **GOLDEN TRIANGLE** of Jackson, Lansing and Battle Creek, ranks as the

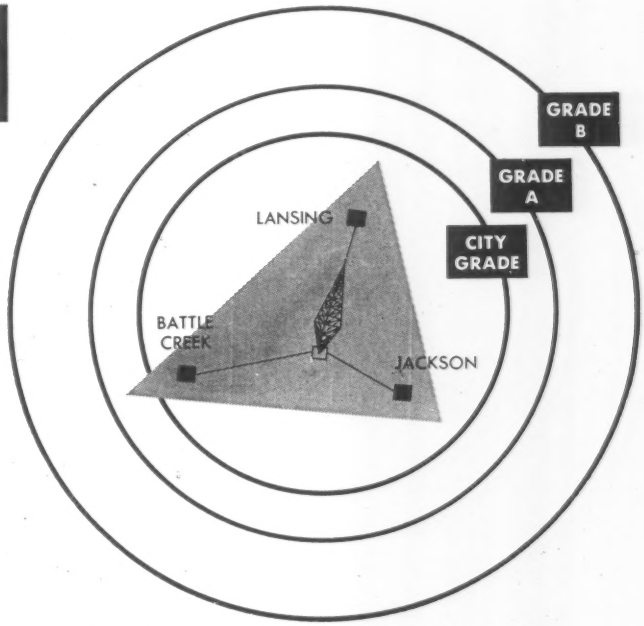
11th LARGEST

POPULATION MARKET IN THE NATION*

*(Based on SRDS Consumer Market Data)

1	New York	6	San Francisco-Oakland
2	Chicago	7	Boston
3	Los Angeles	8	Pittsburgh
4	Philadelphia	9	Washington D.C.
5	Detroit	10	St. Louis

11 MICHIGAN'S GOLDEN TRIANGLE Station B signal area



and...

the bulk of this buying population (Jackson, Lansing and Battle Creek —the Golden Triangle) receives a

CITY GRADE SIGNAL FROM

WILX-TV

Only WILX-TV can offer such powerful coverage in this rich, heavily populated market!

RIGHT NOW... is the time to contact
VENARD, RINTOUL & McCONNELL, INC.
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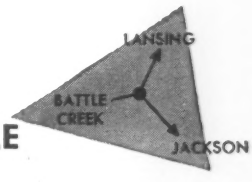

MICHIGAN (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Otsego	1,800	83	1,500	81	1,380
Ottawa	27,800	91	25,400	90	24,080
Presque Isle	2,900	70	2,030	67	1,950
Roscommon	2,200	83	1,820	81	1,860
Saginaw	54,100	92	49,680	91	48,080
St. Clair	30,300	92	27,850	91	27,430
St. Joseph	15,600	92	14,310	91	13,500
Sanilac	9,700	88	8,580	87	8,170
Schoolcraft	2,300	73	1,680	70	1,690
Shiawassee	16,600	92	15,270	91	14,450
Tuscola	13,100	90	11,850	89	11,320
Van Buren	17,900	91	16,370	90	16,520
Washtenaw	43,500	92	39,980	91	39,500
Wayne	835,300	93	778,250	92	766,540
Wexford	5,400	82	4,420	80	4,550
State Total	2,296,400	91%	2,095,690	90%	2,042,580

MINNESOTA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Aitkin	3,600	76%	2,720	73%	2,690
Anoka	16,200	97	15,690	96	15,530
Becker	6,400	67	4,290	64	4,160
Beltrami	6,800	45	3,060	40	2,770
Benton	4,600	64	2,950	61	2,740
Big Stone	2,400	61	1,460	57	1,360
Blue Earth	12,000	92	11,090	91	10,880
Brown	8,200	83	6,820	81	6,580
Carlton	7,100	75	5,320	72	5,050
Carver	5,400	94	5,050	93	4,920
Cass	4,900	50	2,430	45	2,310
Chippewa	4,800	59	2,810	55	2,620
Chisago	4,200	93	3,890	92	3,760
Clay	10,300	90	9,220	88	8,840
Clearwater	2,700	45	1,210	40	1,080
Cook	1,200	72	860	69	960
Cottonwood	4,800	75	3,580	72	3,370
Crow Wing	9,600	63	6,040	59	5,560
Dakota	18,500	96	17,730	95	16,590
Dodge	3,600	83	2,990	81	2,920
Douglas	6,600	55	3,640	51	3,360
Faribault	7,400	75	5,570	72	5,360
Fillmore	7,300	75	5,470	72	5,190
Freeborn	10,800	90	9,770	89	9,270
Goodhue	10,300	95	9,740	94	9,760
Grant	2,700	57	1,540	53	1,430
Hennepin	247,700	97	239,580	96	235,760
Houston	4,500	75	3,370	72	3,170
Hubbard	2,800	50	1,390	45	1,310
Isanti	2,800	92	2,580	91	2,560
Itasca	11,300	77	8,650	73	8,150
Jackson	4,400	84	3,700	82	3,700
Kanabec	2,300	76	1,740	73	1,750
Kandiyohi	8,400	80	6,700	78	6,360
Kittson	2,600	56	1,450	52	1,340
Koochiching	4,900	47	2,310	43	2,130
Lac Qui Parle	3,900	62	2,420	58	2,260
Lake	4,900	72	3,510	69	3,220
Lake of the Woods	1,200	48	570	43	510
Le Sueur	6,000	81	4,870	79	4,670
Lincoln	3,000	67	2,000	63	1,890
Lyon	6,700	63	4,240	60	3,950
McLeod	7,500	88	6,600	87	6,330
Mahnomen	1,500	67	1,010	64	960
Marshall	4,000	56	2,220	51	2,110
Martin	8,300	75	6,240	72	5,870
Meeker	5,500	80	4,390	78	4,270
Mille Lacs	5,100	64	3,280	61	3,110
Morrison	7,200	58	4,150	54	3,810
Mower	13,600	91	12,340	89	11,900
Murray	3,900	78	3,040	76	3,400
Nicollet	5,600	83	4,650	81	4,460
Nobles	6,600	84	5,540	82	5,340
Norman	3,000	67	2,000	64	1,910
Olmsted	14,200	95	13,520	95	13,240
Otter Tail	13,000	65	8,490	61	8,090
Pennington	3,700	63	2,320	59	2,190
Pine	4,800	75	3,590	72	3,460
Pipestone	4,200	78	3,270	75	3,320
Polk	10,600	66	7,020	62	6,600
Pope	3,600	55	1,990	51	1,840
Ramsey	126,700	96	121,730	96	118,980
Red Lake	1,400	63	880	59	830
Redwood	6,500	76	4,940	73	4,770
Renville	7,200	76	5,480	74	5,220
Rice	9,600	94	9,070	94	8,910
Rock	3,000	78	2,340	76	2,190
Roseau	3,700	55	2,050	51	1,900
St. Louis	71,100	90	64,190	89	61,920
Scott	5,000	93	4,670	93	4,450

MINNESOTA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Sherburne	2,700	87	2,350	86	2,230
Sibley	3,800	88	3,350	87	3,300
Stearns	20,200	89	17,910	87	17,170
Steele	7,200	83	5,990	81	5,690
Stevens	2,800	61	1,710	57	1,590
Swift	4,400	62	2,730	58	2,550
Todd	6,800	58	3,920	54	3,650
Traverse	2,000	61	1,220	57	1,130
Wabasha	5,500	87	4,810	86	4,650
Wadena	3,900	50	1,940	45	1,720
Waseca	4,900	81	3,970	79	3,870
Washington	11,700	96	11,190	95	10,840
Watonwan	4,300	74	3,200	72	3,010
Wilkin	2,600	90	2,330	88	2,300
Winona	11,600	71	8,290	68	7,900
Wright	8,800	87	7,680	86	7,380
Yellow Medicine	4,800	67	3,200	63	3,020
State Total	967,900	86%	830,820	84%	805,170

MISSISSIPPI

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	10,300	57%	5,910	52%	5,350
Alcorn	7,200	57	4,110	52	3,820
Amite	4,200	47	1,970	42	1,680
Attala	5,800	56	3,220	51	2,820
Benton	1,900	57	1,090	53	1,000
Bolivar	15,400	53	8,220	48	7,480
Calhoun	3,900	47	1,820	41	1,510
Carroll	2,900	48	1,400	43	1,300
Chickasaw	4,200	47	1,980	41	1,650
Choctaw	2,300	43	990	38	800
Claiborne	2,700	56	1,520	52	1,360
Clarke	4,300	57	2,450	53	2,220
Clay	4,100	50	2,040	44	1,680
Coahoma	13,800	55	7,610	50	7,230
Copiah	7,400	59	4,390	55	3,870
Covington	3,600	59	2,120	54	1,850
De Soto	5,700	68	3,880	65	3,420
Forrest	13,700	57	7,830	52	7,300
Franklin	2,400	57	1,370	53	1,270
George	2,500	54	1,340	49	1,230
Greene	1,800	53	960	49	830
Grenada	4,700	48	2,270	44	2,090
Hancock	3,100	77	2,400	75	2,170
Harrison	29,300	73	21,520	70	21,100
Hinds	46,300	81	37,350	78	36,140
Holmes	7,000	60	4,180	55	3,800
Humphreys	4,900	58	2,830	54	2,580
Issaquena	1,000	58	580	54	540
Itawamba	3,700	56	2,060	51	1,830
Jackson	12,200	85	10,330	83	9,750
Jasper	4,100	64	2,620	60	2,480
Jefferson	2,600	57	1,480	53	1,270
Jefferson Davis	3,600	55	1,970	51	1,770
Jones	16,400	65	10,600	61	10,470
Kemper	2,900	54	1,580	50	1,460
Lafayette	4,700	48	2,270	44	2,090
Lamar	3,300	56	1,840	51	1,680
Lauderdale	19,600	76	14,840	72	14,200
Lawrence	2,800	55	1,530	50	1,360
Leake	4,600	55	2,550	51	2,410
Lee	10,700	66	7,090	62	6,730
Leflore	12,500	52	6,540	47	5,940
Lincoln	7,200	56	4,020	52	3,770
Lowndes	10,300	47	4,830	41	4,390
Madison	7,100	62	4,410	58	4,040
Marion	5,900	51	3,030	47	2,670
Marshall	5,200	54	2,790	49	2,610
Monroe	8,600	55	4,700	49	4,340
Montgomery	3,500	48	1,680	43	1,470
Neshoba	5,600	54	3,050	50	2,860
Newton	5,000	64	3,190	60	3,080
Noxubee	3,900	55	2,150	50	2,010
Oktibbeha	5,900	50	2,930	44	2,740
Panola	7,900	70	5,510	66	5,250
Pearl River	5,600	78	4,340	75	4,130
Perry	2,100	53	1,120	48	1,010
Pike	8,900	58	5,190	53	4,810
Pontotoc	4,700	54	2,530	49	2,240
Prentiss	4,700	56	2,620	51	2,290
Quitman	6,000	58	3,450	54	3,270
Rankin	5,900	55	3,260	51	2,960
Scott	4,900	55	2,700	51	2,440
Sharkey	2,700	58	1,560	54	1,400
Simpson	5,100	55	2,820	51	2,560
Smith	3,500	55	1,930	51	1,730
Stone	1,600	54	860	49	730

MISSISSIPPI CONTINUED

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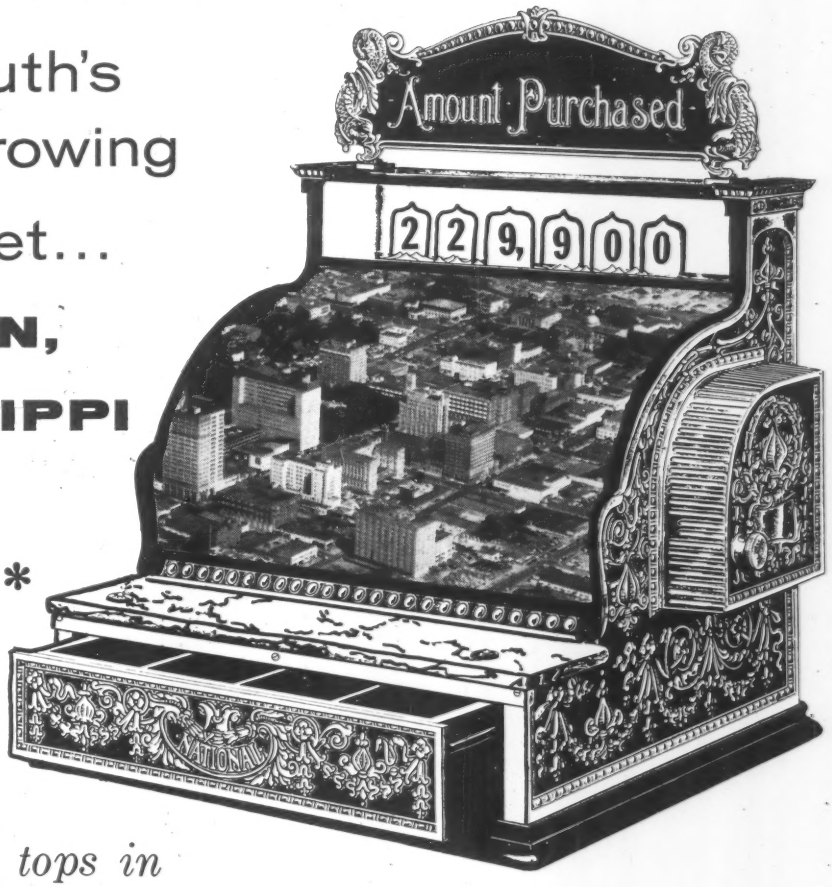
in the South's fastest growing TV market...

JACKSON, MISSISSIPPI

with

WLBT *



ARB total television area report shows WLBT tops in the 47-county survey, February 12-18, 1959

	WLBT	Sta B
Monday thru Friday:		
Sign-on to Noon	**77.8**	26.2
Noon to 6 PM	**53.0**	47.0
6 PM to Midnight	**57.2**	42.8
Saturday:		
Sign-on to 6 PM	**76.1**	24.9
Sunday:		
Sign-on to 6 PM	**60.4**	39.6
Sunday thru Saturday:		
6:00 PM to 10:00 PM	**56.1**	43.9
TOTAL SIGN-ON TO SIGN-OFF:	**59.7**	41.4

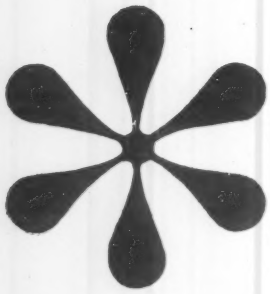
First 7, 16 of top 20 programs – WLBT

***229,900** *TV homes*
Television Magazine market data

NBC
ABC

Represented nationally by:
George P. Hollingbery

We like the...



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VIDEO CITY STUDIOS: The main stage is augmented by 16 new concept studios . . . ice rink . . . swimming pool . . . hydraulic stage . . . both mobile and studio video tape.

Dedicated to serving the agency and advertiser in the entertainment center of the Mid-west.

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KPLR•TV VIDEO CITY

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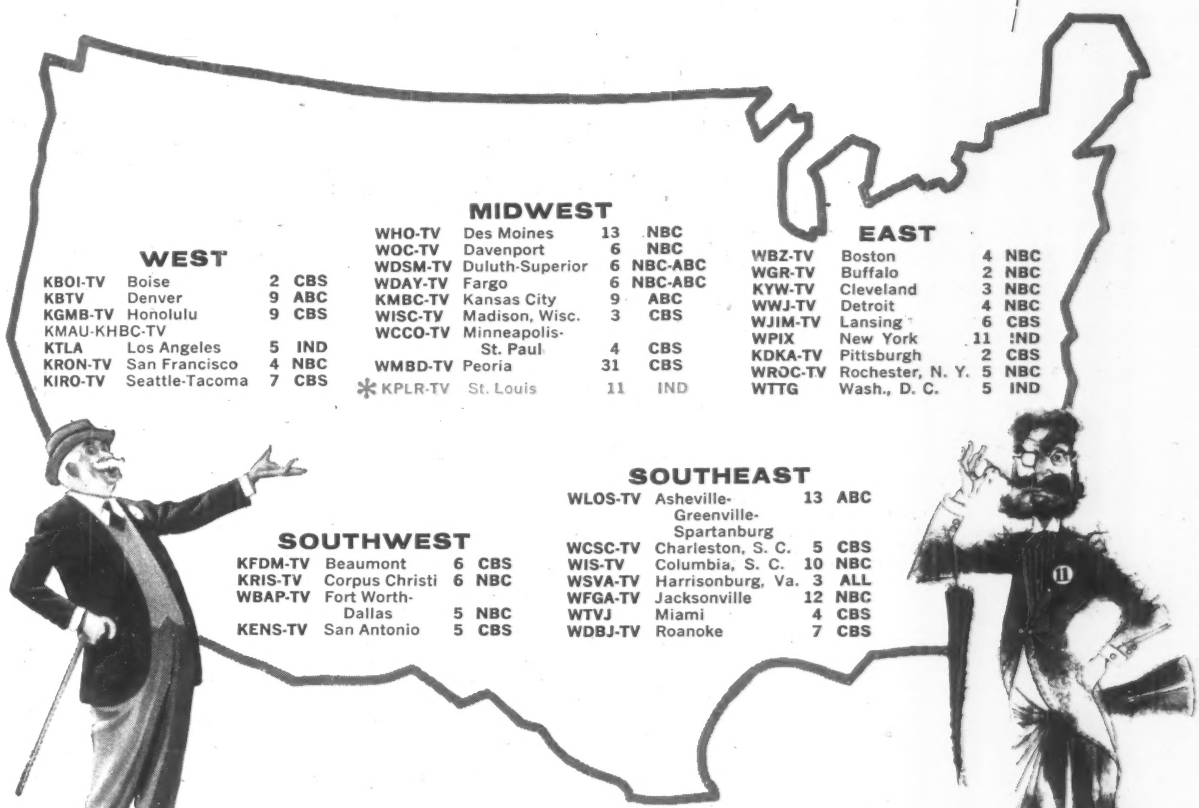
HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER

....BEST



WEST

KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU-KHBC-TV			
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
✻KPLR-TV	St. Louis	11	IND

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester, N. Y.	5	NBC
WTTG	Wash., D. C.	5	IND

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

SOUTHEAST

WLOS-TV	Asheville-Greenville-Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

The Colonel greets Mr. Indy

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REPRESENTED BY...

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

MISSISSIPPI (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Sunflower	12,900	47	6,090	41	5,380
Tallahatchie	6,900	56	3,880	51	3,430
Tate	4,200	68	2,870	65	2,720
Tippah	4,000	58	2,300	53	2,170
Tishomingo	3,500	57	2,010	53	1,790
Tunica	5,700	57	3,270	53	3,100
Union	5,400	54	2,910	49	2,690
Walthall	3,300	52	1,710	47	1,510
Warren	12,800	66	8,480	62	8,290
Washington	20,600	57	11,750	52	10,460
Wayne	3,600	57	2,040	53	1,890
Webster	2,600	53	1,370	47	1,280
Wilkinson	3,000	47	1,400	42	1,210
Winston	5,100	55	2,810	50	2,560
Yalobusha	3,500	48	1,690	44	1,480
Yazoo	8,600	63	5,440	59	4,950
State Total	557,600	61%	339,340	57%	315,240

MISSOURI

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	6,700	64%	4,310	61%	4,090
Andrew	3,500	81	2,830	79	2,830
Atchison	2,900	68	1,980	65	1,940
Audrain	8,500	75	6,350	72	6,110
Barry	6,400	66	4,220	63	4,080
Barton	3,700	65	2,420	62	2,360
Bates	5,800	72	4,170	69	4,060
Benton	2,700	77	2,080	74	2,010
Bollinger	2,500	73	1,830	70	1,830
Boone	13,700	81	11,060	78	11,410
Buchanan	32,500	92	29,770	90	29,310
Butler	10,700	67	7,220	64	6,880
Caldwell	3,200	81	2,580	78	2,590
Callaway	6,100	75	4,560	72	4,460
Camden	2,000	74	1,480	71	1,490
Cape Girardeau	11,500	82	9,440	80	9,240
Carroll	4,600	75	3,430	72	3,370
Carter	1,300	55	710	50	650
Cass	6,500	78	5,100	76	4,940
Cedar	3,200	65	2,090	62	2,050
Chariton	4,400	61	2,670	57	2,560
Christian	3,600	71	2,560	68	2,510
Clark	2,600	78	2,040	76	2,050
Clay	26,900	96	25,810	95	24,520
Clinton	3,600	90	3,230	89	3,280
Cole	11,300	87	9,820	85	9,540
Cooper	4,700	73	3,430	70	3,360
Crawford	3,000	61	1,830	57	1,780
Dade	2,600	66	1,710	63	1,690
Dallas	2,700	74	1,990	71	1,980
Daviess	3,200	81	2,580	78	2,590
De Kalb	2,300	80	1,850	78	1,880
Dent	3,100	68	2,110	64	2,060
Douglas	2,700	64	1,720	60	1,690
Dunklin	10,900	73	7,940	69	7,680
Franklin	11,900	82	9,720	79	9,420
Gasconade	4,000	73	2,920	70	2,800
Gentry	3,100	74	2,280	71	2,260
Greene	40,400	95	38,190	94	37,520
Grundy	4,000	78	3,120	76	3,100
Harrison	4,100	73	3,010	70	2,960
Henry	6,400	77	4,930	74	4,840
Hickory	1,600	78	1,240	75	1,200
Holt	2,500	68	1,700	65	1,680
Howard	3,400	72	2,440	69	2,400
Howell	5,400	51	2,750	46	2,590
Iron	1,900	61	1,150	57	1,140
Jackson	204,800	96	197,630	96	195,550
Jasper	28,500	87	24,920	86	24,350
Jefferson	20,100	94	18,920	93	17,450
Johnson	8,000	79	6,280	76	6,550
Knox	2,600	78	2,030	76	1,970
Laclede	5,900	74	4,370	71	4,200
Lafayette	7,900	83	6,550	81	6,480
Lawrence	7,100	66	4,680	63	4,520
Lewis	3,400	78	2,660	76	2,580
Lincoln	5,700	86	4,900	84	4,730
Linn	6,200	61	3,760	57	3,590
Livingston	5,100	78	3,930	76	3,930
McDonald	4,100	73	3,010	70	2,890
Macon	7,000	75	5,260	72	5,000
Madison	2,800	73	2,040	70	1,960
Maries	2,000	73	1,460	70	1,400
Marion	9,700	93	9,050	93	9,070
Mercer	1,900	74	1,400	71	1,340
Miller	4,300	73	3,120	70	2,990
Mississippi	5,400	64	3,440	60	3,320
Moniteau	3,200	73	2,340	70	2,310
Monroe	3,000	81	2,430	79	2,450

MISSOURI (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Montgomery	3,300	86	2,840	84	2,870
Morgan	2,800	73	2,040	70	2,020
New Madrid	8,800	70	6,140	66	5,960
Newton	9,100	73	6,670	70	6,400
Nodaway	7,400	68	5,030	64	4,830
Oregon	2,800	46	1,300	42	1,210
Osage	2,900	72	2,100	69	2,010
Ozark	2,000	64	1,280	60	1,270
Pemiscot	11,300	78	8,790	75	8,600
Perry	3,300	80	2,650	78	2,660
Pettis	12,700	81	10,310	79	9,910
Phelps	7,500	68	5,090	64	4,760
Pike	5,900	81	4,790	79	4,670
Platte	6,700	90	6,010	89	5,580
Polk	4,700	74	3,470	71	3,400
Pulaski	4,200	76	3,200	73	2,570
Putnam	2,600	64	1,670	61	1,640
Ralls	2,200	82	1,800	80	1,830
Randolph	7,900	72	5,680	69	5,500
Ray	5,400	83	4,470	81	4,370
Reynolds	1,400	54	760	50	700
Ripley	2,900	54	1,580	50	1,510
St. Charles	11,300	93	10,560	93	10,190
St. Clair	2,900	77	2,240	75	2,240
St. Francois	11,200	85	9,500	83	9,270
St. Louis	460,800	97	444,990	96	439,780
Ste Genevieve	3,100	81	2,500	78	2,430
Saline	7,900	74	5,870	72	5,720
Schuyler	1,500	64	960	61	910
Scotland	2,400	78	1,880	76	1,820
Scott	8,800	77	6,800	74	6,610
Shannon	1,600	46	730	41	700
Shelby	3,100	75	2,330	73	2,320
Stoddard	8,200	78	6,370	75	6,200
Stone	2,500	71	1,780	68	1,770
Sullivan	3,200	64	2,060	61	2,020
Taney	2,900	71	2,060	68	1,970
Texas	5,400	51	2,750	46	2,550
Vernon	6,500	72	4,670	69	4,540
Warren	2,300	86	1,980	84	1,940
Washington	3,700	61	2,260	57	2,180
Wayne	2,400	73	1,760	70	1,690
Webster	4,200	74	3,090	71	3,040
Worth	1,500	73	1,100	71	1,060
Wright	4,100	63	2,600	60	2,520
State Total	1,342,300	88%	1,175,110	85%	1,153,150

MONTANA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Beaverhead	2,700	51%	1,380	47%	1,170
Big Horn	2,400	48	1,140	43	990
Blaine	2,500	48	1,190	43	1,080
Broadwater	800	51	410	48	380
Carbon	2,600	57	1,470	52	1,520
Carter	700	41	290	36	250
Cascade	22,100	75	16,530	72	16,670
Chouteau	2,500	64	1,600	60	1,390
Custer	4,200	41	1,740	36	1,520
Daniels	900	42	380	37	330
Dawson	3,500	49	1,720	43	1,390
Deer Lodge	5,900	50	2,970	46	2,530
Fallon	1,000	42	420	37	370
Fergus	4,900	51	2,480	46	2,130
Flathead	10,800	65	6,990	61	6,630
Gallatin	7,800	47	3,670	42	3,310
Garfield	600	42	250	37	220
Glacier	3,000	55	1,660	50	1,560
Golden Valley	300	53	160	50	150
Granite	1,000	50	500	46	460
Hill	5,100	48	2,440	43	2,160
Jefferson	1,000	48	480	43	430
Judith Basin	700	51	360	48	380
Lake	3,300	59	1,940	54	1,850
Lewis and Clark	10,100	51	5,160	47	4,450
Liberty	500	48	240	44	220
Lincoln	3,600	57	2,040	52	1,770
McCone	1,000	50	500	44	440
Madison	1,800	47	840	42	800
Meagher	800	51	410	48	380
Mineral	900	51	460	47	420
Missoula	14,400	67	9,640	63	8,640
Musselshell	1,600	51	820	47	850
Park	4,500	57	2,550	53	2,310
Petroleum	300	53	160	50	150
Phillips	1,700	42	710	36	620
Pondera	1,900	66	1,260	63	1,190
Powder River	800	41	330	36	290

MONTANA CONTINUED

MONTANA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Powell	2,000	50	1,000	46	870
Prairie	700	49	340	43	300
Ravalli	3,700	51	1,890	47	1,780
Richland	2,700	50	1,350	45	1,250
Roosevelt	3,200	50	1,610	45	1,350
Rosebud	2,000	48	950	43	820
Sanders	2,500	51	1,270	47	1,070
Sheridan	1,900	50	950	44	800
Silver Bow	21,500	84	17,980	81	17,100
Stillwater	1,700	57	970	53	900
Sweet Grass	900	56	500	52	520
Teton	2,100	67	1,400	63	1,320
Toole	2,500	49	1,220	44	1,060
Treasure	300	50	150	47	140
Valley	3,300	42	1,370	36	1,200
Wheatland	900	51	460	47	470
Wibaux	400	50	200	45	180
Yellowstone	25,600	80	20,380	77	18,220
State Total	212,100	62%	131,280	58%	120,750

NEBRASKA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	9,600	85%	8,190	84%	8,030
Antelope	3,300	67	2,200	64	2,100
Arthur	200	45	90	40	80
Banner	400	60	240	55	220
Blaine	200	55	110	50	100
Boone	2,900	62	1,790	58	1,690
Box Butte	3,700	49	1,820	44	1,610
Boyd	1,400	45	630	40	560
Brown	1,600	45	720	40	560
Buffalo	8,200	80	6,580	78	6,400
Burt	3,300	86	2,830	84	2,780
Butler	3,400	81	2,740	78	2,740
Cass	5,600	93	5,230	93	5,100
Cedar	3,600	93	3,360	93	3,330
Chase	1,400	53	740	48	670
Cherry	2,500	48	1,200	42	1,230
Cheyenne	5,200	57	2,940	52	2,640
Clay	3,100	75	2,320	72	2,230
Colfax	3,400	80	2,730	78	2,580
Cuming	3,600	86	3,090	84	3,030
Custer	5,400	61	3,320	58	3,180
Dakota	3,500	94	3,280	93	3,250
Dawes	2,700	42	1,130	37	990
Dawson	6,500	80	5,230	78	5,010
Deuel	1,000	52	520	48	480
Dixon	2,700	93	2,510	92	2,490
Dodge	9,800	95	9,340	95	9,100
Douglas	102,000	97	98,500	96	94,850
Dundy	1,100	54	590	48	530
Fillmore	3,000	75	2,240	72	2,160
Franklin	2,000	83	1,650	81	1,610
Frontier	1,400	61	850	56	790
Furnas	3,000	82	2,470	80	2,410
Gage	8,000	86	6,870	84	6,740
Garden	1,100	55	610	51	510
Garfield	800	55	440	51	410
Gosper	700	83	580	81	570
Grant	200	50	100	45	90
Greeley	1,600	64	1,020	61	970
Hall	12,300	88	10,770	86	10,480
Hamilton	2,900	82	2,380	80	2,320
Harlan	1,700	82	1,400	81	1,370
Hayes	500	60	300	56	280
Hitchcock	1,500	53	790	48	810
Holt	4,200	45	1,890	40	1,690
Hooker	300	43	130	40	120
Howard	2,200	64	1,400	60	1,330
Jefferson	4,400	77	3,400	75	3,290
Johnson	1,900	86	1,630	84	1,600
Kearney	2,000	83	1,650	81	1,610
Keith	2,600	60	1,550	55	1,380
Keya Paha	400	50	200	45	180
Kimball	1,700	61	1,030	56	730
Knox	4,200	67	2,810	64	2,680
Lancaster	46,300	94	43,400	93	42,630
Lincoln	9,400	60	5,650	56	5,130
Logan	400	43	170	38	150
Loup	400	58	230	53	210
McPherson	200	45	90	40	80
Madison	8,000	90	7,200	89	7,020
Merrick	2,600	62	1,600	58	1,510
Morrill	2,200	60	1,330	56	1,230
Nance	1,700	62	1,050	58	990
Nemaha	3,300	80	2,640	78	2,720
Nuckolls	2,800	75	2,090	72	2,080
Otoe	5,700	93	5,310	92	4,900
Pawnee	2,000	80	1,600	78	1,560
Perkins	1,200	59	710	55	660

NEBRASKA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Phelps	3,200	82	2,610	79	2,700
Pierce	2,600	67	1,740	64	1,660
Platte	7,200	90	6,480	89	5,600
Polk	2,600	83	2,150	81	2,100
Redwillow	4,000	61	2,420	56	2,420
Richardson	4,800	79	3,780	76	3,590
Rock	900	46	410	41	370
Saline	4,500	77	3,480	75	3,370
Sarpy	6,800	96	6,500	95	6,740
Saunders	5,500	96	5,280	96	5,260
Scotts Bluff	10,600	63	6,690	59	6,350
Seward	4,100	78	3,180	75	3,080
Sheridan	2,800	49	1,380	44	1,220
Sherman	1,800	61	1,100	58	1,040
Sioux	800	50	400	45	360
Stanton	1,800	81	1,450	78	1,410
Thayer	3,000	75	2,240	72	2,160
Thomas	400	43	170	38	150
Thurston	2,400	86	2,060	84	2,020
Valley	2,000	62	1,230	58	1,220
Washington	3,700	95	3,530	95	3,420
Wayne	2,900	94	2,720	93	2,700
Webster	2,200	85	1,880	84	1,840
Wheeler	300	53	160	50	150
York	4,700	83	3,880	81	3,710
State Total	437,700	83%	362,120	81%	349,200

NEVADA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Churchill	1,900	41%	780	36%	650
Clark	40,900	81	33,060	78	27,080
Douglas	500	58	290	54	270
Elko	4,000	45	1,790	40	1,560
Esmeralda	200	45	90	40	80
Eureka	200	40	80	37	110
Humboldt	1,300	43	560	38	490
Lander	400	45	180	40	160
Lincoln	900	46	410	41	370
Lyon	1,000	58	580	54	490
Mineral	1,800	41	740	36	870
Nye	800	46	370	41	370
Ormsby	1,700	59	1,000	55	660
Pershing	1,000	41	410	36	400
Storey	100	50	50	50	100
Washoe	27,600	88	24,170	86	21,740
White Pine	4,100	45	1,840	40	1,600
State Total	88,400	75%	66,400	71%	57,000

NEW HAMPSHIRE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Belknap	8,500	89%	7,530	87%	7,340
Carroll	4,900	90	4,400	89	4,340
Cheshire	13,000	90	11,740	89	11,390
Coos	10,500	88	9,280	87	9,030
Grafton	12,900	86	11,100	84	10,940
Hillsboro	49,700	91	45,410	90	44,380
Merrimack	18,900	90	17,060	89	16,730
Rockingham	24,200	92	22,190	91	22,280
Strafford	15,500	91	14,100	90	13,640
Sullivan	8,700	87	7,610	86	7,400
State Total	166,800	90%	150,420	89%	147,470

NEW JERSEY

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Atlantic	47,600	93%	44,350	92%	41,790
Bergen	227,800	92	208,640	91	201,960
Burlington	47,900	92	44,170	91	43,140
Camden	106,500	92	97,970	91	93,960
Cape May	14,500	92	13,320	91	12,800
Cumberland	31,800	92	29,160	91	28,440
Essex	298,700	91	272,740	90	266,900
Gloucester	36,000	92	33,030	91	32,100
Hudson	196,800	93	183,160	92	177,450
Hunterdon	14,500	92	13,400	91	13,430

NEW JERSEY CONTINUED

NEW JERSEY (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Mercer	72,900	93	67,540	92	65,900
Middlesex	102,800	92	94,210	91	90,030
Monmouth	98,200	94	91,930	93	83,380
Morris	60,500	92	55,650	91	54,120
Ocean	24,700	92	22,770	91	22,150
Passaic	117,100	92	107,870	91	105,610
Salem	17,500	93	16,190	92	15,740
Somerset	35,000	91	31,930	90	31,350
Sussex	11,800	91	10,730	90	10,590
Union	142,400	93	131,930	92	127,950
Warren	18,600	91	16,930	90	16,520
State Total	1,723,600	92%	1,587,620	91%	1,535,310

NEW MEXICO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Bernalillo	67,500	91%	61,240	89%	56,720
Catron	500	60	300	56	280
Chaves	15,700	79	12,450	76	11,550
Colfax	3,400	45	1,540	41	1,420
Curry	8,000	60	4,810	56	4,900
De Baca	800	58	460	53	420
Dona Ana	10,200	85	8,670	83	9,630
Eddy	14,000	72	10,130	69	9,680
Grant	5,400	59	3,210	56	3,120
Guadalupe	1,300	65	840	62	800
Harding	300	47	140	43	130
Hidalgo	1,400	59	830	56	780
Lea	16,400	62	10,160	58	9,720
Lincoln	2,000	63	1,250	59	1,180
Los Alamos	3,600	77	2,770	75	2,620
Luna	3,200	63	2,020	60	1,610
McKinley	8,300	49	4,060	44	3,420
Mora	1,400	51	710	46	650
Otero	10,200	66	6,730	62	4,980
Quay	3,700	60	2,220	56	2,110
Rio Arriba	5,700	56	3,210	52	2,930
Roosevelt	4,300	57	2,450	52	2,400
Sandoval	2,400	61	1,470	58	1,380

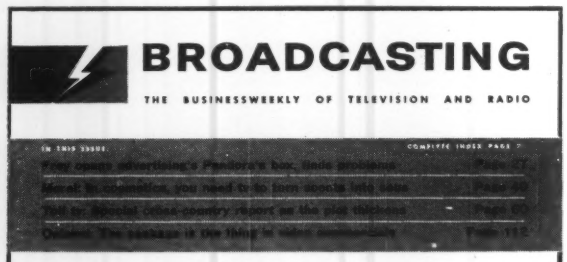
NEW MEXICO (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
San Juan	12,300	54	6,590	50	5,050
San Miguel	5,100	50	2,550	46	2,330
Santa Fe	10,700	72	7,740	69	7,330
Sierra	1,600	65	1,040	62	990
Socorro	2,300	61	1,400	57	1,320
Taos	3,000	56	1,690	52	1,570
Torrance	1,400	66	920	62	870
Union	1,700	45	760	40	680
Valencia	6,300	70	4,340	68	3,580
State Total	234,100	72%	168,790	69%	156,150

NEW YORK

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Albany	90,000	92%	82,580	91%	75,510
Allegany	13,700	80	10,920	77	10,470
Bronx	434,100	91	393,250	89	390,330
Broome	62,400	91	56,550	89	55,400
Cattaraugus	25,200	92	23,130	91	22,490
Cayuga	22,000	92	20,190	91	19,850
Chautauqua	47,700	91	43,330	90	41,840
Chemung	31,300	88	27,520	86	26,840
Chenango	12,700	89	11,360	88	11,090
Clinton	14,500	92	13,400	91	13,250
Columbia	14,300	92	13,210	91	12,880
Cortland	12,900	91	11,730	90	11,570
Delaware	14,400	84	12,090	82	11,620
Dutchess	45,600	90	41,260	89	37,640
Erie	327,100	92	302,240	91	293,230
Essex	10,800	81	8,730	78	8,290
Franklin	12,700	77	9,720	73	9,320
Fulton	17,900	89	16,010	88	15,670
Genesee	15,100	93	14,070	92	13,750
Greene	9,200	89	8,160	87	7,870
Hamilton	1,300	90	1,170	89	1,160
Herkimer	19,800	92	18,120	90	17,620
Jefferson	27,300	82	22,270	79	21,280

NEW YORK CONTINUED



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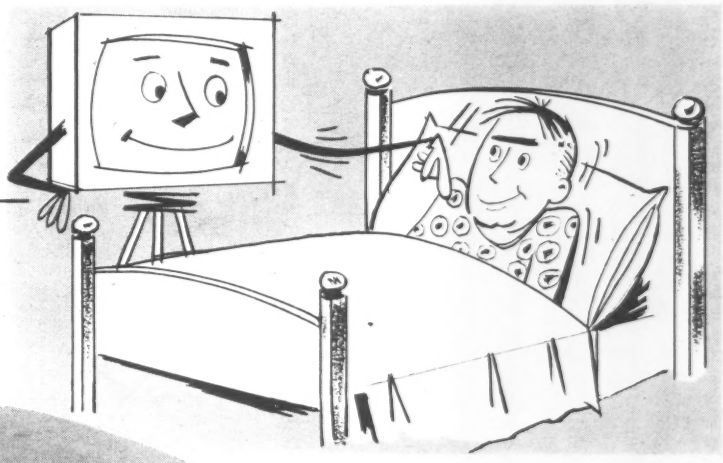
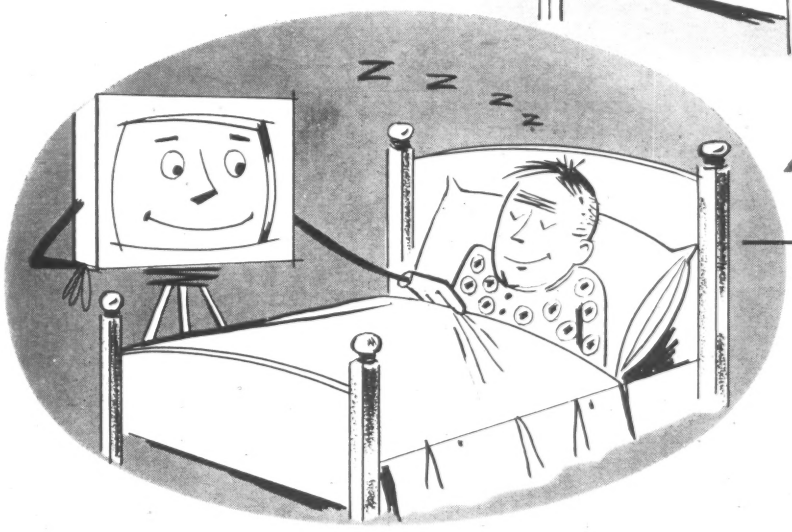
IN THE RICH ROCHESTER, N. Y. AREA

WE WAKE MOST OF 'EM UP!

74.6% Share of audience sign on to 9 a.m. MON.-FRI.





AND PUT MOST OF 'EM TO BED

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JANUARY, FEBRUARY-1959 A.R.B. SURVEY OF METROPOLITAN ROCHESTER, N. Y. AREA • FOUR WEEKS, JAN. 19-FEB. 15

CHANNEL 10

WHEC-TV and WVET-TV

ROCHESTER, NEW YORK

Basic CBS

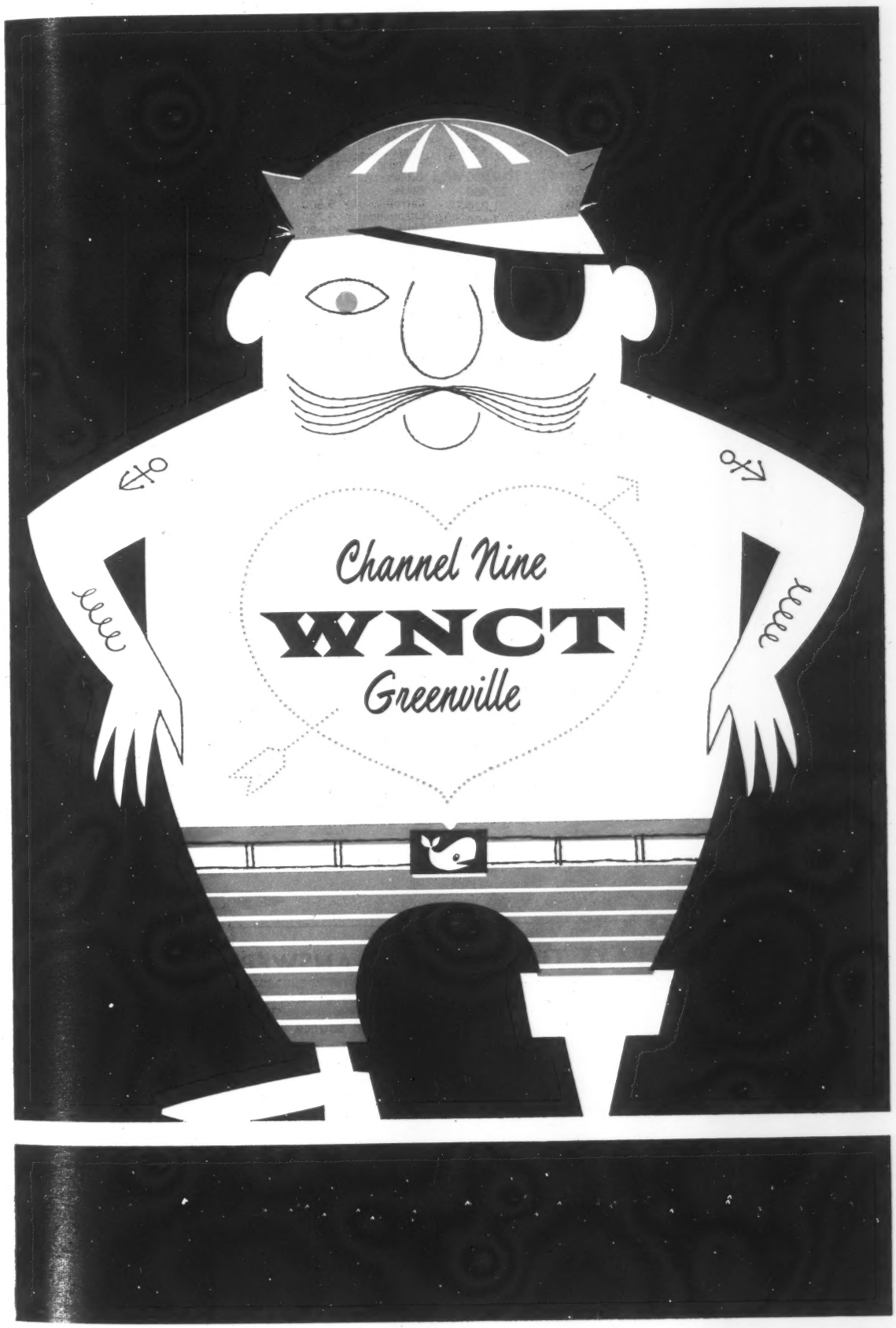
National Representatives
WVET-TV—BOLLING CO. INC.
WHEC-TV—EVERETT McKINNEY, INC.

NEW YORK (CONTINUED)

County	Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Kings	784,300	93	729,630	92	730,480
Lewis	6,700	84	5,610	82	5,570
Livingston	11,600	89	10,300	87	9,600
Madison	15,200	91	13,820	90	13,460
Monroe	183,900	92	169,000	91	162,070
Montgomery	19,300	90	17,360	89	17,010
Nassau	392,700	94	368,230	93	344,530
New York	589,100	89	526,710	88	526,960
Niagara	68,000	93	63,270	92	61,010
Oneida	72,300	93	67,330	92	64,170
Onondaga	122,100	92	112,520	91	108,850
Ontario	18,700	90	16,920	89	16,500
Orange	53,500	91	48,810	90	47,280
Orleans	10,100	91	9,200	90	8,830
Oswego	24,600	92	22,710	91	22,270
Otsego	17,300	90	15,550	89	15,230
Putnam	7,100	86	6,130	85	5,600
Queens	567,800	92	522,660	91	511,760
Rensselaer	44,100	92	40,460	91	39,430
Richmond	61,000	93	56,490	92	55,180
Rockland	30,600	93	28,370	92	27,260
St. Lawrence	32,300	77	24,930	74	23,420
Saratoga	25,800	90	23,290	89	22,600
Schenectady	52,900	91	48,300	90	47,320
Schoharie	7,500	87	6,540	86	6,350
Schuyler	4,700	89	4,190	88	4,050
Seneca	6,900	90	6,190	89	6,470
Steuben	29,700	83	24,660	81	23,250
Suffolk	165,500	91	149,930	89	137,560
Sullivan	13,700	90	12,390	89	11,950
Tioga	10,900	90	9,840	89	9,070
Tompkins	19,800	86	16,990	84	16,700
Ulster	34,600	90	31,240	89	29,900
Warren	13,500	90	12,210	89	11,770
Washington	14,100	91	12,770	89	12,230
Wayne	18,000	91	16,410	90	15,920
Westchester	232,700	94	218,200	93	212,240
Wyoming	9,200	91	8,340	89	7,950
Yates	6,100	89	5,410	88	5,250
State Total	5,079,900	91%	4,643,920	90%	4,526,020

NORTH CAROLINA

County	Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Alamance	21,600	90%	19,370	88%	18,890
Alexander	3,500	86	3,010	84	2,950
Alleghany	2,100	69	1,440	65	1,370
Anson	6,000	72	4,320	69	4,130
Ashe	5,000	69	3,440	65	3,270
Avery	3,100	65	2,000	61	1,880
Beaufort	9,500	86	8,160	84	7,900
Bertie	5,900	70	4,130	67	3,930
Bladen	6,600	53	3,530	49	3,240
Brunswick	4,500	59	2,640	55	2,470
Buncombe	36,700	75	27,390	71	25,920
Burke	11,900	80	9,570	78	9,100
Cabarrus	18,100	90	16,210	88	15,430
Caldwell	11,300	78	8,780	75	8,370
Camden	1,400	75	1,050	72	1,010
Carteret	6,900	62	4,260	58	4,010
Caswell	4,300	72	3,090	69	2,960
Catawba	18,700	89	16,680	88	16,140
Chatham	6,100	67	4,070	63	3,850
Cherokee	4,200	48	2,030	44	1,840
Chowan	2,900	63	1,820	59	1,720
Clay	1,300	48	630	44	570
Cleveland	16,400	78	12,830	75	12,420
Columbus	12,600	57	7,130	52	6,340
Craven	14,300	81	11,550	78	10,870
Cumberland	30,500	60	18,340	55	15,750
Currituck	1,800	74	1,340	72	1,290
Dare	1,300	63	820	59	770
Davidson	17,200	87	15,010	86	15,490
Davie	3,900	79	3,070	76	2,980
Duplin	9,600	62	5,910	57	5,480
Durham	29,900	84	25,240	82	24,360
Edgecombe	12,200	79	9,590	76	9,240
Forsyth	49,600	88	43,630	86	42,390
Franklin	7,000	58	4,040	54	3,760
Gaston	33,200	81	27,050	79	25,750
Gates	2,300	73	1,690	70	1,620
Graham	1,700	49	830	44	750
Granville	6,800	70	4,760	66	4,520
Greene	3,600	69	2,500	66	2,380
Guilford	61,500	89	54,730	88	51,890
Halifax	13,200	68	9,010	65	8,520
Harnett	13,200	59	7,730	54	6,930
Haywood	10,300	66	6,800	62	6,330
Henderson	9,600	66	6,360	62	5,920
Hertford	4,800	73	3,510	70	3,370
Hoke	3,300	58	1,920	54	1,790
Hyde	1,400	62	870	59	820
Iredell	15,600	80	12,550	78	12,140
Jackson	4,300	60	2,570	56	2,410
Johnston	15,700	66	10,300	62	9,670
Jones	2,300	62	1,420	58	1,340
Lee	6,600	67	4,410	63	4,170
Lenoir	13,500	74	10,040	71	8,230
Lincoln	6,900	74	5,140	72	4,950
McDowell	6,900	71	4,900	68	4,610
Macon	3,900	60	2,330	56	2,180
Madison	4,300	57	2,440	53	2,270
Martin	6,100	70	4,260	67	4,060
Mecklenburg	74,100	88	65,040	86	61,150
Mitchell	3,400	61	2,080	58	1,960
Montgomery	4,300	73	3,140	70	3,010
Moore	8,200	67	5,530	64	5,220
Nash	14,400	68	9,760	64	9,150
New Hanover	21,500	75	16,090	71	15,150
Northampton	5,900	73	4,320	70	4,150
Onslow	6,000	68	4,070	64	7,360
Orange	9,200	82	7,550	80	7,250
Pamlico	2,500	62	1,540	58	1,450
Pasquotank	7,100	75	5,290	72	5,230
Pender	4,300	59	2,540	55	2,370
Perquimans	2,500	74	1,860	72	1,790
Person	5,400	72	3,870	69	3,700
Pitt	14,700	88	12,940	86	12,790
Polk	3,000	83	2,500	81	2,440
Randolph	14,100	83	11,760	81	11,370
Richmond	10,100	82	8,290	80	8,050
Robeson	20,100	67	13,510	63	13,050
Rockingham	17,800	86	15,220	84	15,120
Rowan	22,400	83	18,640	81	17,810
Rutherford	11,300	81	9,160	78	8,870
Sampson	11,500	63	7,190	58	6,690
Scotland	6,200	58	3,620	55	3,380
Stanley	10,900	90	9,760	88	10,130
Stokes	4,800	78	3,730	75	3,610
Surry	12,000	83	9,960	81	9,600
Swain	2,100	48	1,010	44	920
Transylvania	3,800	60	2,270	56	2,130
Tyrrell	1,200	63	760	60	720
Union	10,900	77	8,340	73	7,920
Vance	8,500	73	6,240	70	5,590
Wake	41,100	81	33,140	78	31,510
Warren	4,900	58	2,820	54	2,630
Washington	3,000	63	1,880	59	1,770
Watauga	4,100	64	2,640	60	2,480
Wayne	16,900	78	13,140	75	11,960
Wilkes	10,900	69	7,560	66	7,170
Wilson	14,100	77	10,910	74	9,960
Yadkin	5,600	79	4,400	76	4,270
Yancey	3,500	57	1,990	53	1,850
State Total	1,107,200	77%	850,300	74%	811,440


Channel Nine
WNCT
Greenville

NORTH DAKOTA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	1,200	53%	640	48%	580
Barnes	4,800	88	4,220	87	4,160
Benson	2,100	64	1,350	61	1,280
Billings	500	48	240	42	210
Bottineau	2,700	62	1,680	59	1,640
Bowman	1,000	49	490	43	430
Burke	1,700	66	1,120	62	1,060
Burleigh	9,800	80	7,840	78	7,230
Cass	19,900	91	18,080	90	17,480
Cavalier	2,400	55	1,310	50	1,210
Dickey	2,500	67	1,680	64	1,600
Divide	1,300	48	620	42	540
Dunn	1,600	61	980	57	910
Eddy	1,200	64	770	61	730
Emmons	2,000	76	1,520	74	1,470
Foster	1,500	64	960	61	910
Golden Valley	800	49	390	43	340
Grand Forks	13,200	79	10,410	76	9,730
Grant	1,600	84	1,340	82	1,310
Griggs	1,300	88	1,140	86	1,120
Hettinger	1,800	54	980	49	890
Kidder	1,500	76	1,140	73	1,100
La Moure	2,000	67	1,340	64	1,340
Logan	1,200	68	810	64	770
McHenry	2,700	62	1,680	59	1,640
McIntosh	1,700	66	1,130	64	1,080
McKenzie	1,800	48	860	42	760
McLean	5,200	58	2,990	53	2,780
Mercer	2,000	61	1,220	57	1,130
Morton	5,600	83	4,670	82	4,490
Mountrail	2,500	48	1,190	42	1,050
Nelson	1,600	81	1,300	79	1,340
Oliver	500	58	290	54	270
Pembina	3,400	60	2,040	56	1,910
Pierce	1,900	63	1,200	59	1,130
Ramsey	3,100	54	1,680	50	1,600
Ransom	1,900	77	1,460	74	1,480
Renville	1,400	63	880	59	830
Richland	5,500	77	4,230	74	4,160
Rolette	2,200	54	1,190	50	1,100
Sargent	1,800	77	1,390	74	1,340
Sheridan	1,100	63	690	59	650
Sioux	600	83	500	82	490
Slope	500	48	240	42	210
Stark	4,000	54	2,170	49	1,970
Steele	1,200	88	1,060	87	1,040
Stutsman	6,800	74	5,040	71	4,840
Towner	1,200	55	660	51	610
Traill	2,800	88	2,470	87	2,430
Walsh	4,600	60	2,740	56	2,570
Ward	12,300	80	9,790	77	9,150
Wells	2,600	63	1,640	60	1,550
Williams	10,400	48	4,960	42	3,900
State Total	172,500	71%	122,410	68%	115,540

OHIO

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	6,600	89%	5,890	88%	5,810
Allen	31,100	91	28,180	89	27,790
Ashland	11,900	92	10,940	91	10,450
Ashtabula	29,300	92	26,990	91	26,040
Athens	12,800	88	11,300	87	11,010
Auglaize	10,500	92	9,620	90	9,410
Belmont	26,400	92	24,180	90	23,790
Brown	7,300	89	6,520	88	6,430
Butler	53,100	93	49,290	92	47,490
Carroll	5,600	90	5,040	89	5,160
Champaign	9,200	92	8,440	91	8,270
Clark	39,600	92	36,580	91	35,800
Clermont	20,800	92	19,230	91	15,820
Clinton	9,200	90	8,310	89	8,210
Columbiana	32,800	92	30,120	91	29,760
Coshocton	10,000	87	8,670	85	9,080
Crawford	14,200	91	12,890	89	12,440
Cuyahoga	491,900	93	458,700	92	448,440
Darke	13,400	91	12,240	90	12,350
Defiance	9,000	91	8,180	90	7,820
Delaware	9,500	93	8,840	92	8,660
Erie	19,600	91	17,800	90	17,290
Fairfield	18,700	93	17,380	92	16,470
Fayette	7,800	89	6,920	87	6,730
Franklin	196,800	94	184,600	93	179,130
Fulton	8,700	90	7,810	89	7,530
Gallia	7,200	88	6,340	87	6,160
Geauga	10,200	91	9,310	90	8,670
Greene	22,500	93	20,940	92	20,270
Guernsey	11,500	87	10,050	86	9,940
Hamilton	269,200	92	248,930	91	244,750
Hancock	17,000	91	15,430	90	14,950
Hardin	9,400	91	8,570	90	8,480
Harrison	5,800	90	5,230	89	5,170
Henry	7,000	91	6,370	90	6,300
Highland	9,600	89	8,500	87	8,290
Hocking	5,700	91	5,190	90	6,120
Holmes	5,200	89	4,640	88	4,750
Huron	13,400	92	12,320	91	12,080
Jackson	9,100	90	8,160	89	7,970
Jefferson	29,000	92	26,570	90	25,610
Knox	12,500	92	11,490	91	11,170
Lake	38,200	93	35,580	92	33,490
Lawrence	15,200	92	13,990	91	13,730
Licking	25,400	91	23,080	90	22,590
Logan	11,000	91	10,060	90	9,840
Lorain	58,400	93	54,350	92	53,060
Lucas	145,000	93	134,920	92	132,090
Madison	7,800	90	7,050	89	6,340
Mahoning	82,400	93	76,440	92	74,630
Marion	18,100	92	16,670	91	16,390
Medina	16,100	94	15,070	93	14,190
Meigs	6,800	89	6,070	88	6,080
Mercer	9,200	90	8,280	89	8,270
Miami	21,800	94	20,390	93	20,020

OHIO CONTINUED

IT PAYS TO *KNOW* THE ANSWERS

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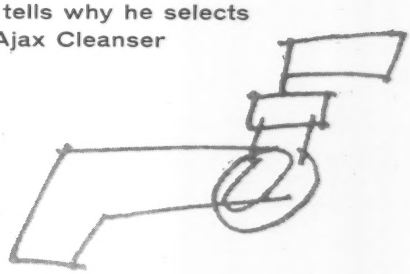
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The only publication in the radio-tv field with membership in Audit Bureau of Circulations and Associated Business Publications.

Interview: Munay Roffis

McCann Erickson, Broadcast, Media Supervisor tells why he selects WLW-TV Stations and WLW Radio for Ajax Cleanser



"The Crosley Group can help clean up many an advertising problem."

"For all-around know-how from in-store merchandising to on-the-air production the WLW Stations certainly know their business."

"No scouring around for service, the WLW-TV-Radio Stations are always willing to help."

Call your WLW Stations Representative . . . you'll be glad you did!"

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation, a division of Avco

OHIO (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Monroe	4,100	89	3,640	87	3,760
Montgomery	159,300	95	150,600	94	143,230
Morgan	3,500	89	3,100	87	3,320
Morrow	5,600	91	5,090	90	5,030
Muskingum	24,300	88	21,320	86	20,750
Noble	3,300	88	2,920	87	2,970
Ottawa	10,900	91	9,910	90	9,530
Paulding	5,100	89	4,540	88	4,390
Perry	7,700	92	7,050	91	7,340
Pickaway	8,500	92	7,820	91	7,650
Pike	7,600	90	6,820	89	6,640
Portage	22,200	92	20,350	91	19,380
Preble	9,600	92	8,870	91	8,600
Putnam	7,900	89	7,020	88	6,840
Richland	32,500	92	29,840	91	29,030
Ross	18,100	92	16,710	91	15,970
Sandusky	19,300	92	17,790	91	16,590
Scioto	30,600	92	28,100	91	28,490
Seneca	17,800	91	16,120	89	15,620
Shelby	9,400	91	8,550	90	8,370
Stark	97,000	92	89,550	91	86,810
Summit	154,900	93	144,820	93	138,450
Trumbull	56,500	92	51,950	91	49,790
Tuscarawas	23,300	91	21,160	90	20,690
Union	6,700	90	6,050	89	5,980
Van Wert	9,700	90	8,730	89	8,450
Vinton	2,800	91	2,540	90	2,510
Warren	17,000	92	15,670	91	14,670
Washington	14,900	89	13,300	88	12,910
Wayne	19,500	91	17,730	90	17,130
Williams	9,600	90	8,670	89	8,390
Wood	20,600	93	19,120	92	18,280
Wyandot	6,500	89	5,790	88	5,710
State Total	2,851,800	92%	2,635,890	91%	2,561,850

OKLAHOMA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	3,000	63%	1,890	60%	1,850
Alfalfa	2,500	73	1,830	70	1,820
Atoka	2,700	71	1,930	68	1,910
Beaver	1,800	56	1,010	51	920
Beckham	5,800	59	3,420	55	3,200
Blaine	3,600	79	2,830	76	2,820
Bryan	7,500	70	5,260	67	5,080
Caddo	7,600	78	5,940	75	5,790
Canadian	6,700	84	5,640	82	5,600
Carter	14,500	71	10,360	68	9,400
Cherokee	3,300	71	2,340	68	2,300
Choctaw	3,800	51	1,920	46	1,800
Cimarron	1,100	52	570	47	520
Cleveland	11,500	86	9,940	85	9,050
Coal	1,400	71	990	68	950
Comanche	18,800	84	15,830	82	16,910
Cotton	2,600	74	1,930	72	1,860
Craig	4,100	75	3,060	72	3,020
Creek	12,500	86	10,740	84	10,590
Custer	5,400	66	3,590	63	3,490
Delaware	2,900	75	2,170	72	2,160
Dewey	1,700	67	1,140	64	1,150
Ellis	2,100	61	1,290	58	1,210
Garfield	15,300	81	12,410	79	12,330
Garvin	9,400	78	7,290	75	6,980
Grady	9,500	84	8,000	82	7,880
Grant	2,200	73	1,610	70	1,610
Greer	2,400	61	1,460	57	1,430
Harmon	1,600	61	970	57	970
Harper	1,300	65	840	61	790
Haskell	2,500	57	1,420	53	1,370
Hughes	4,300	67	2,880	64	2,810
Jackson	8,000	61	4,860	57	4,400
Jefferson	2,500	74	1,860	72	1,860
Johnston	2,200	71	1,570	68	1,570
Kay	15,800	82	12,990	80	12,610
Kingfisher	2,900	79	2,280	76	2,290
Kiowa	4,200	73	3,070	70	3,010
Latimer	1,800	57	1,020	53	1,000
Le Flore	6,900	61	4,190	56	3,980
Lincoln	5,500	81	4,470	79	4,440
Logan	5,600	74	4,120	71	4,030
Love	1,600	70	1,120	67	1,070
McClain	4,100	76	3,100	73	2,990
McCurtain	5,200	63	3,260	58	3,090
McIntosh	3,100	67	2,070	64	2,040
Major	2,400	73	1,750	70	1,750
Marshall	1,900	70	1,330	67	1,340
Mayes	4,800	75	3,580	72	3,520
Murray	3,300	71	2,350	68	2,250
Muskogee	17,000	84	14,350	82	13,740
Noble	2,900	78	2,260	76	2,270
Nowata	3,400	82	2,780	80	2,710

OKLAHOMA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Okfuskee	3,600	71	2,550	68	2,500
Oklahoma	136,400	87	118,930	85	111,530
Okmulgee	11,000	79	8,660	76	8,500
Osage	10,100	86	8,690	84	8,420
Ottawa	8,600	78	6,700	75	6,590
Pawnee	3,700	78	2,880	75	2,790
Payne	11,900	75	8,940	72	9,120
Pittsburg	9,100	71	6,490	68	6,320
Pontotoc	9,600	81	7,760	78	7,120
Pottawatomie	14,200	76	10,850	73	9,740
Pushmataha	2,400	50	1,210	46	1,150
Roger Mills	1,400	66	930	63	950
Rogers	4,900	82	4,000	80	3,980
Seminole	11,500	78	8,960	75	7,870
Sequoyah	3,900	63	2,460	60	2,390
Stephens	11,800	79	9,350	76	8,480
Texas	3,500	51	1,780	47	1,680
Tillman	4,300	74	3,200	72	3,150
Tulsa	108,500	91	99,220	90	97,250
Wagoner	3,700	71	2,630	68	2,580
Washington	12,400	85	10,490	83	10,400
Washita	4,000	73	2,910	70	2,860
Woods	3,800	61	2,330	58	2,250
Woodward	3,600	61	2,210	58	2,020
State Total	678,400	80%	545,010	78%	525,170

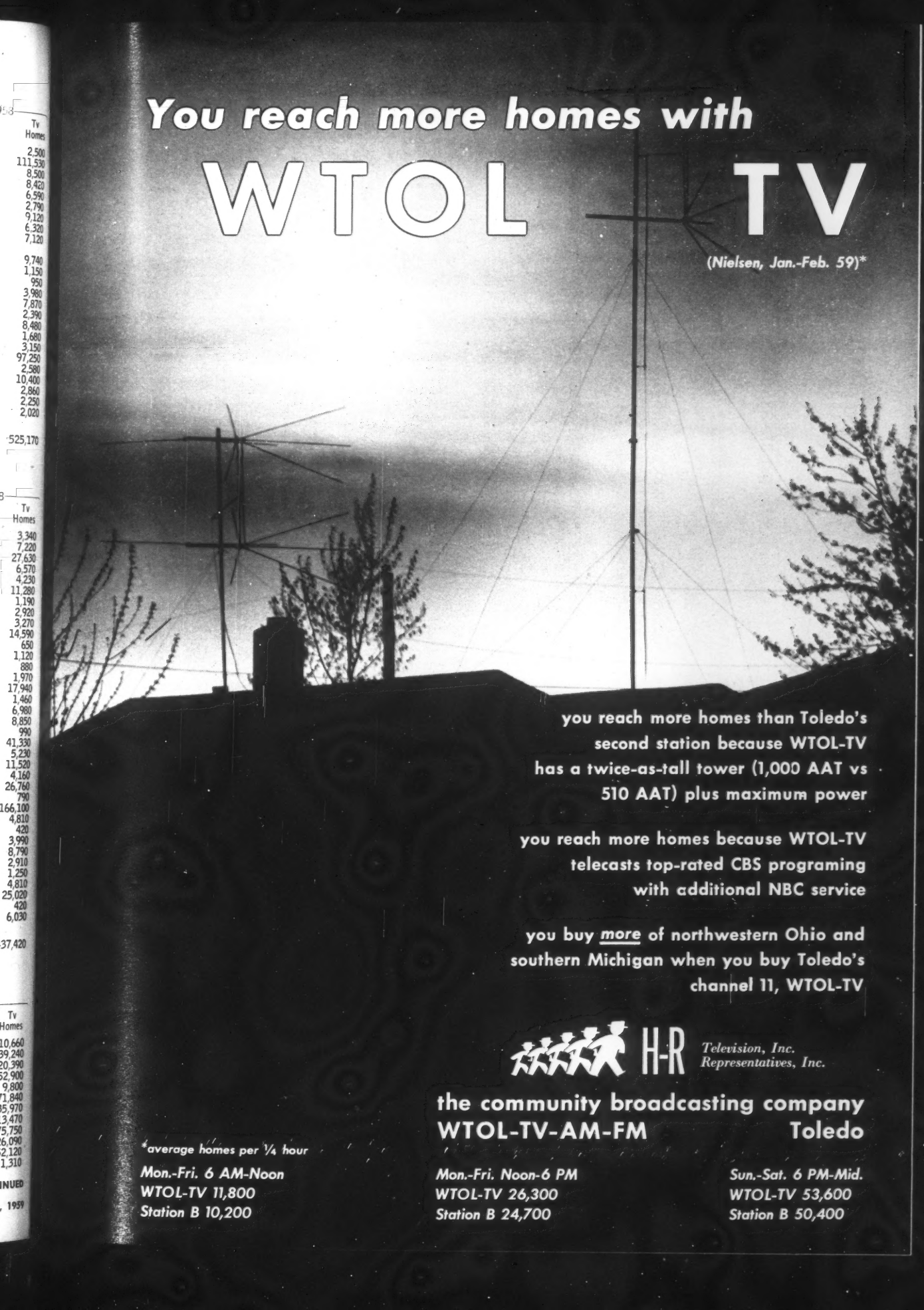
OREGON

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Baker	5,700	58%	3,300	54%	3,340
Benton	11,500	68	7,840	64	7,220
Clackamas	34,900	85	29,590	83	27,630
Clatsop	9,500	69	6,580	66	6,570
Columbia	6,600	66	4,370	63	4,230
Coos	20,400	60	12,230	55	11,280
Crook	2,400	54	1,290	50	1,190
Curry	6,400	60	3,810	55	2,920
Deschutes	6,700	54	3,590	50	3,270
Douglas	20,700	67	13,770	63	14,590
Gilliam	1,100	63	690	59	650
Grant	2,400	51	1,220	47	1,120
Harney	1,900	48	920	44	880
Hood River	3,400	61	2,090	58	1,970
Jackson	23,500	78	18,330	75	17,940
Jefferson	2,500	62	1,550	58	1,460
Josephine	10,300	67	6,910	63	6,980
Klamath	14,700	65	9,570	61	8,850
Lake	2,000	55	1,090	50	990
Lane	47,300	83	39,470	81	41,330
Lincoln	8,700	61	5,320	57	5,230
Linn	17,000	69	11,680	65	11,520
Malheur	6,200	70	4,340	67	4,160
Marion	36,000	80	28,810	77	26,760
Morrow	1,200	64	770	61	790
Multnomah	194,800	88	170,980	86	166,100
Polk	6,900	71	4,870	68	4,810
Sherman	700	63	440	60	420
Tillamook	6,100	65	3,950	61	3,990
Umatilla	14,200	66	9,360	62	8,790
Union	4,900	58	2,830	54	2,910
Wallowa	2,100	58	1,220	54	1,250
Wasco	8,200	62	5,050	58	4,810
Washington	29,200	87	25,300	85	25,020
Wheeler	800	51	410	47	420
Yamhill	8,900	68	6,040	64	6,030
State Total	579,800	78%	449,580	75%	437,420

PENNSYLVANIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	12,700	85%	10,830	83%	10,660
Allegheny	476,600	93	443,670	92	439,240
Armstrong	22,400	92	20,550	91	20,390
Beaver	57,200	93	53,220	92	52,900
Bedford	10,700	92	9,830	91	9,800
Berks	80,600	91	73,200	90	71,840
Blair	39,900	91	36,440	90	35,970
Bradford	15,400	89	13,700	87	13,470
Bucks	86,800	93	80,850	92	75,750
Butler	27,900	93	25,980	92	26,090
Cambria	56,900	92	52,210	91	52,120
Cameron	1,900	72	1,370	69	1,310

PENNSYLVANIA CONTINUED


You reach more homes with
WTOL TV
(Nielsen, Jan.-Feb. 59)*
you reach more homes than Toledo's second station because WTOL-TV has a twice-as-tall tower (1,000 AAT vs 510 AAT) plus maximum power
you reach more homes because WTOL-TV telecasts top-rated CBS programing with additional NBC service
you buy more of northwestern Ohio and southern Michigan when you buy Toledo's channel 11, WTOL-TV
H-R Television, Inc. Representatives, Inc.
the community broadcasting company
WTOL-TV-AM-FM Toledo
*average homes per 1/4 hour
Mon.-Fri. 6 AM-Noon
WTOL-TV 11,800
Station B 10,200
Mon.-Fri. Noon-6 PM
WTOL-TV 26,300
Station B 24,700
Sun.-Sat. 6 PM-Mid.
WTOL-TV 53,600
Station B 50,400

PENNSYLVANIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Carbon	14,900	89	13,320	88	13,280
Centre	16,500	89	14,690	88	14,540
Chester	52,500	93	48,640	92	46,590
Clarion	10,200	91	9,250	89	9,210
Clearfield	22,000	92	20,300	91	20,430
Clinton	10,800	78	8,450	75	8,210
Columbia	15,400	81	12,450	78	12,370
Crawford	23,200	88	20,320	86	20,020
Cumberland	33,300	86	28,750	84	27,880
Dauphin	66,400	91	60,300	90	58,220
Delaware	154,900	93	143,440	92	140,870
Elk	9,400	74	6,970	71	6,710
Erie	69,400	93	64,220	92	63,890
Fayette	49,800	93	46,150	92	46,300
Forest	1,100	71	780	67	740
Franklin	22,200	88	19,530	86	18,910
Fulton	2,500	78	1,960	76	1,900
Greene	12,000	85	10,180	83	10,020
Huntingdon	10,800	90	9,700	88	9,730
Indiana	20,200	91	18,340	90	18,360
Jefferson	13,500	91	12,280	90	12,200
Juniata	4,000	69	2,770	66	2,700
Lackawanna	72,300	90	65,290	89	64,970
Lancaster	69,700	92	63,970	91	63,650
Lawrence	30,800	91	28,150	90	28,240
Lebanon	24,400	91	22,240	90	22,310
Lehigh	59,300	93	55,250	92	55,350
Luzerne	102,800	89	91,910	88	91,750
Lycoming	31,200	75	23,510	72	22,610
McKean	15,900	79	12,640	77	12,430
Mercer	33,400	91	30,340	90	30,200
Mifflin	11,600	90	10,480	89	10,690
Monroe	10,300	90	9,250	88	9,370
Montgomery	134,200	93	125,260	92	123,460
Montour	3,500	84	2,940	82	2,960
Northampton	54,200	93	50,500	92	50,190
Northumberland	31,700	76	24,020	72	23,410
Perry	6,500	69	4,500	66	4,480
Philadelphia	645,700	91	584,940	89	578,300
Pike	3,000	79	2,360	76	2,290
Potter	4,500	72	3,220	68	3,150
Schuylkill	52,900	89	46,930	87	47,430
Snyder	6,000	70	4,200	67	4,070
Somerset	21,200	84	17,810	82	17,760
Sullivan	1,500	85	1,270	83	1,240
Susquehanna	8,100	89	7,210	88	7,270
Tioga	10,400	83	8,610	80	8,450

PENNSYLVANIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Union	5,900	70	4,130	67	4,000
Venango	18,600	79	14,670	76	14,220
Warren	12,000	82	9,810	79	9,750
Washington	63,200	94	59,120	93	59,240
Wayne	7,100	79	5,620	77	5,760
Westmoreland	95,000	94	89,350	93	88,340
Wyoming	4,600	85	3,900	83	3,900
York	65,800	92	60,360	91	59,800
State Total	3,241,300	91%	2,938,400	89%	2,903,660

RHODE ISLAND

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Bristol	9,100	93%	8,420	92%	8,240
Kent	26,300	93	24,340	92	23,340
Newport	18,800	92	17,330	91	16,770
Providence	176,400	92	163,080	91	161,400
Washington	16,300	92	14,980	91	14,440
State Total	246,900	92%	228,150	91%	224,190

SOUTH CAROLINA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Abbeville	5,600	73%	4,070	70%	3,900
Aiken	21,700	73	15,790	69	18,380
Allendale	3,800	57	2,180	53	1,920
Anderson	23,800	76	18,150	73	17,390
Bamberg	4,000	57	2,290	53	2,130
Barnwell	6,700	57	3,840	53	3,790
Beaufort	7,100	71	5,060	68	4,770
Berkeley	7,100	76	5,430	73	5,130
Calhoun	3,300	61	2,010	57	1,890
Charleston	55,500	86	47,500	84	45,330
Cherokee	9,900	79	7,840	76	7,410
Chester	8,100	76	6,170	73	5,910
Chesterfield	8,100	70	5,630	66	5,340
Clarendon	6,600	64	4,200	59	3,920
Colleton	7,200	73	5,230	70	5,010

SOUTH CAROLINA CONTINUED

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Tv Homes
4,000
14,220
9,750
59,240
5,760
88,340
3,900
59,800
903,660
Tv Homes
8,240
23,340
16,770
161,400
14,440
224,190
Tv Homes
3,900
18,380
1,920
17,390
2,130
3,790
4,770
5,130
1,890
45,330
7,410
5,910
5,340
3,920
5,010
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OHIO (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Monroe	4,100	89	3,640	87	3,760
Montgomery	159,300	95	150,600	94	143,230
Morgan	3,500	89	3,100	87	3,320
Morrow	5,600	91	5,090	90	5,030
Muskingum	24,300	88	21,320	86	20,750
Noble	3,300	88	2,920	87	2,970
Ottawa	10,900	91	9,910	90	9,530
Paulding	5,100	89	4,540	88	4,390
Perry	7,700	92	7,050	91	7,340
Pickaway	8,500	92	7,820	91	7,650
Pike	7,600	90	6,820	89	6,640
Portage	22,200	92	20,350	91	19,380
Preble	9,600	92	8,870	91	8,600
Putnam	7,900	89	7,020	88	6,840
Richland	32,500	92	29,840	91	29,030
Ross	18,100	92	16,710	91	15,970
Sandusky	19,300	92	17,790	91	16,590
Scioto	30,600	92	28,100	91	28,490
Seneca	17,800	91	16,120	89	15,620
Shelby	9,400	91	8,550	90	8,370
Stark	97,000	92	89,550	91	86,810
Summit	154,900	93	144,820	93	138,450
Trumbull	56,500	92	51,950	91	49,790
Tuscarawas	23,300	91	21,160	90	20,690
Union	6,700	90	6,050	89	5,980
Van Wert	9,700	90	8,730	89	8,450
Vinton	2,800	91	2,540	90	2,510
Warren	17,000	92	15,670	91	14,670
Washington	14,900	89	13,300	88	12,910
Wayne	19,500	91	17,730	90	17,130
Williams	9,600	90	8,670	89	8,390
Wood	20,600	93	19,120	92	18,280
Wyandot	6,500	89	5,790	88	5,710
State Total	2,851,800	92%	2,635,890	91%	2,561,850

OKLAHOMA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adair	3,000	63%	1,890	60%	1,850
Alfalfa	2,500	73	1,830	70	1,820
Atoka	2,700	71	1,930	68	1,910
Beaver	1,800	56	1,010	51	920
Beckham	5,800	59	3,420	55	3,200
Blaine	3,600	79	2,830	76	2,820
Bryan	7,500	70	5,260	67	5,080
Caddo	7,600	78	5,940	75	5,790
Canadian	6,700	84	5,640	82	5,600
Carter	14,500	71	10,360	68	9,400
Cherokee	3,300	71	2,340	68	2,300
Choctaw	3,800	51	1,920	46	1,800
Cimarron	1,100	52	570	47	520
Cleveland	11,500	86	9,940	85	9,050
Coal	1,400	71	990	68	950
Comanche	18,800	84	15,830	82	16,910
Cotton	2,600	74	1,930	72	1,860
Craig	4,100	75	3,060	72	3,020
Creek	12,500	86	10,740	84	10,590
Custer	5,400	66	3,590	63	3,490
Delaware	2,900	75	2,170	72	2,160
Dewey	1,700	67	1,140	64	1,150
Ellis	2,100	61	1,290	58	1,210
Garfield	15,300	81	12,410	79	12,330
Garvin	9,400	78	7,290	75	6,980
Grady	9,500	84	8,000	82	7,880
Grant	2,200	73	1,610	70	1,610
Greer	2,400	61	1,460	57	1,430
Harmon	1,600	61	970	57	970
Harper	1,300	65	840	61	790
Haskell	2,500	57	1,420	53	1,370
Hughes	4,300	67	2,880	64	2,810
Jackson	8,000	61	4,860	57	4,400
Jefferson	2,500	74	1,860	72	1,860
Johnston	2,200	71	1,570	68	1,570
Kay	15,800	82	12,990	80	12,610
Kingfisher	2,900	79	2,280	76	2,290
Kiowa	4,200	73	3,070	70	3,010
Latimer	1,800	57	1,020	53	1,000
Le Flore	6,900	61	4,190	56	3,980
Lincoln	5,500	81	4,470	79	4,440
Logan	5,600	74	4,120	71	4,030
Love	1,600	70	1,120	67	1,070
McClain	4,100	76	3,100	73	2,990
McCurtain	5,200	63	3,260	58	3,090
McIntosh	3,100	67	2,070	64	2,040
Major	2,400	73	1,750	70	1,750
Marshall	1,900	70	1,330	67	1,340
Mayes	4,800	75	3,580	72	3,520
Murray	3,300	71	2,350	68	2,250
Muskogee	17,000	84	14,350	82	13,740
Noble	2,900	78	2,260	76	2,270
Nowata	3,400	82	2,780	80	2,710

OKLAHOMA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Okfuskee	3,600	71	2,550	68	2,500
Oklahoma	136,400	87	118,930	85	111,530
Okmulgee	11,000	79	8,660	76	8,500
Osage	10,100	86	8,690	84	8,420
Ottawa	8,600	78	6,700	75	6,590
Pawnee	3,700	78	2,880	75	2,790
Payne	11,900	75	8,940	72	9,120
Pittsburg	9,100	71	6,490	68	6,320
Pontotoc	9,600	81	7,760	78	7,120
Potta-watomie	14,200	76	10,850	73	9,740
Pushmataha	2,400	50	1,210	46	1,150
Roger Mills	1,400	66	930	63	950
Rogers	4,900	82	4,000	80	3,980
Seminole	11,500	78	8,960	75	7,870
Sequoyah	3,900	63	2,460	60	2,390
Stephens	11,800	79	9,350	76	8,480
Texas	3,500	51	1,780	47	1,680
Tillman	4,300	74	3,200	72	3,150
Tulsa	108,500	91	99,220	90	97,250
Wagoner	3,700	71	2,630	68	2,580
Washington	12,400	85	10,490	83	10,400
Washita	4,000	73	2,910	70	2,860
Woods	3,800	61	2,330	58	2,250
Woodward	3,600	61	2,210	58	2,020
State Total	678,400	80%	545,010	78%	525,170

OREGON

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Baker	5,700	58%	3,300	54%	3,340
Benton	11,500	68	7,840	64	7,220
Clackamas	34,900	85	29,590	83	27,630
Clatsop	9,500	69	6,580	66	6,570
Columbia	6,600	66	4,370	63	4,230
Coos	20,400	60	12,230	55	11,280
Crook	2,400	54	1,290	50	1,190
Curry	6,400	60	3,810	55	2,920
Deschutes	6,700	54	3,590	50	3,270
Douglas	20,700	67	13,770	63	14,590
Gilliam	1,100	63	690	59	650
Grant	2,400	51	1,220	47	1,120
Harney	1,900	48	920	44	880
Hood River	3,400	61	2,090	58	1,970
Jackson	23,500	78	18,330	75	17,940
Jefferson	2,500	62	1,550	58	1,460
Josephine	10,300	67	6,910	63	6,980
Klamath	14,700	65	9,570	61	8,850
Lake	2,000	55	1,090	50	990
Lane	47,300	83	39,470	81	41,330
Lincoln	8,700	61	5,320	57	5,230
Linn	17,000	69	11,680	65	11,520
Malheur	6,200	70	4,340	67	4,160
Marion	36,000	80	28,810	77	26,760
Morrow	1,200	64	770	61	790
Multnomah	194,800	88	170,980	86	166,100
Polk	6,900	71	4,870	68	4,810
Sherman	700	63	440	60	420
Tillamook	6,100	65	3,950	61	3,990
Umatilla	14,200	66	9,360	62	8,790
Union	4,900	58	2,830	54	2,910
Wallowa	2,100	58	1,220	54	1,250
Wasco	8,200	62	5,050	58	4,810
Washington	29,200	87	25,300	85	25,020
Wheeler	800	51	410	47	420
Yamhill	8,900	68	6,040	64	6,030
State Total	579,800	78%	449,580	75%	437,420

PENNSYLVANIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	12,700	85%	10,830	83%	10,660
Allegheny	476,600	93	443,670	92	439,240
Armstrong	22,400	92	20,550	91	20,390
Beaver	57,200	93	53,220	92	52,900
Bedford	10,700	92	9,830	91	9,800
Berks	80,600	91	73,200	90	71,840
Blair	39,900	91	36,440	90	35,970
Bradford	15,400	89	13,700	87	13,470
Bucks	86,800	93	80,850	92	75,750
Butler	27,900	93	25,980	92	26,090
Cambria	56,900	92	52,210	91	52,120
Cameron	1,900	72	1,370	69	1,310

PENNSYLVANIA CONTINUED

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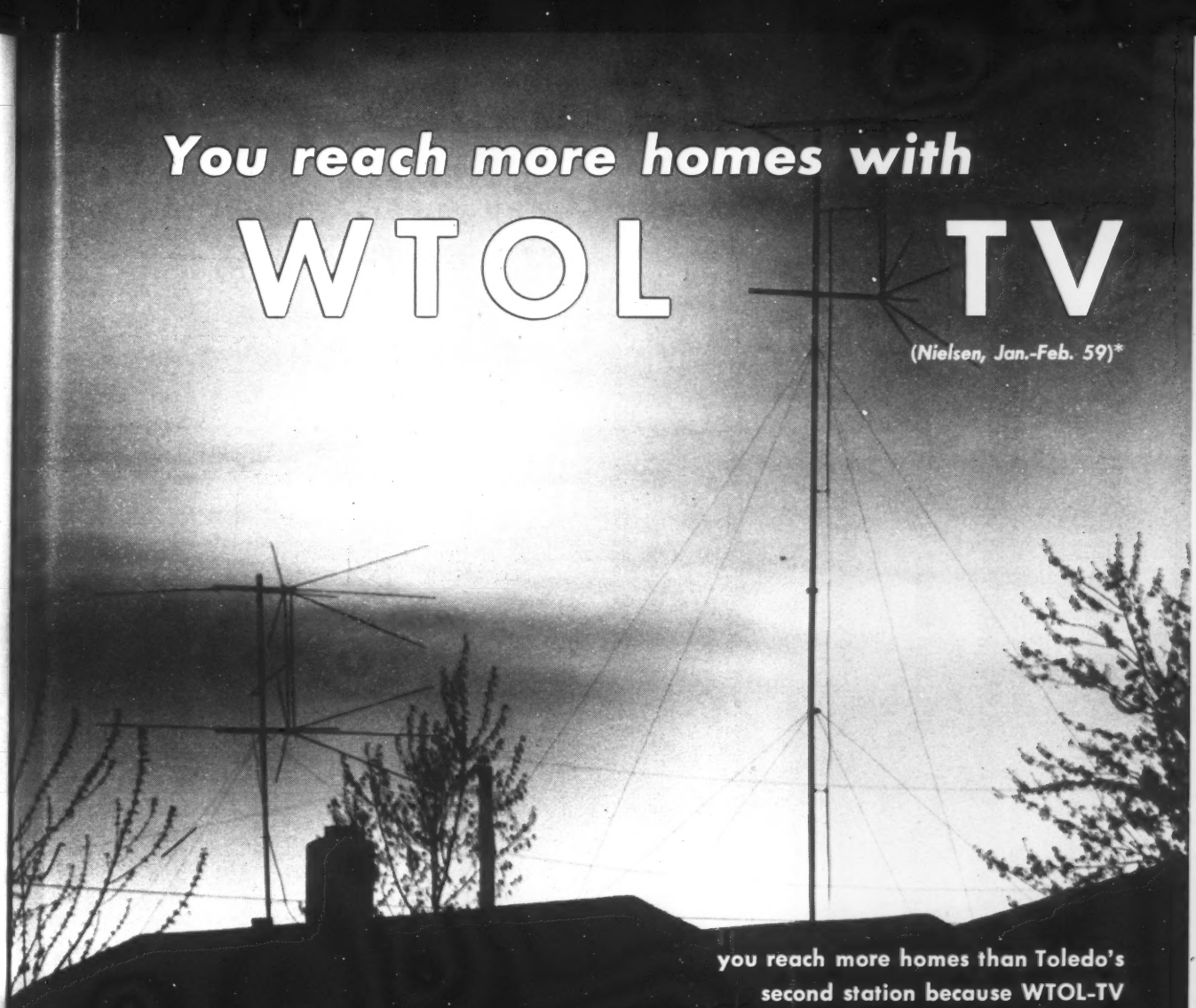
(Nielsen, Jan.-Feb. 59)*



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Station B 10,200

Mon.-Fri. Noon-6 PM
WTOL-TV 26,300
Station B 24,700

Sun.-Sat. 6 PM-Mid.
WTOL-TV 53,600
Station B 50,400

PENNSYLVANIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Carbon	14,900	89	13,320	88	13,280
Centre	16,500	89	14,690	88	14,540
Chester	52,500	93	48,640	92	46,590
Clarion	10,200	91	9,250	89	9,210
Clearfield	22,000	92	20,300	91	20,430
Clinton	10,800	78	8,450	75	8,210
Columbia	15,400	81	12,450	78	12,370
Crawford	23,200	88	20,320	86	20,020
Cumberland	33,300	86	28,750	84	27,880
Dauphin	66,400	91	60,300	90	58,220
Delaware	154,900	93	143,440	92	140,870
Elk	9,400	74	6,970	71	6,710
Erie	69,400	93	64,220	92	63,890
Fayette	49,800	93	46,150	92	46,300
Forest	1,100	71	780	67	740
Franklin	22,200	88	19,530	86	18,910
Fulton	2,500	78	1,960	76	1,900
Greene	12,000	85	10,180	83	10,020
Huntingdon	10,800	90	9,700	88	9,730
Indiana	20,200	91	18,340	90	18,360
Jefferson	13,500	91	12,280	90	12,200
Juniata	4,000	69	2,770	66	2,700
Lackawanna	72,300	90	65,290	89	64,970
Lancaster	69,700	92	63,970	91	63,650
Lawrence	30,800	91	28,150	90	28,240
Lebanon	24,400	91	22,240	90	22,310
Lehigh	59,300	93	55,250	92	55,350
Luzerne	102,800	89	91,910	88	91,750
Lycoming	31,200	75	23,510	72	22,610
McKean	15,900	79	12,640	77	12,430
Mercer	33,400	91	30,340	90	30,200
Mifflin	11,600	90	10,480	89	10,690
Monroe	10,300	90	9,250	88	9,370
Montgomery	134,200	93	125,260	92	123,460
Montour	3,500	84	2,940	82	2,960
Northampton	54,200	93	50,500	92	50,190
Northumberland	31,700	76	24,020	72	23,410
Perry	6,500	69	4,500	66	4,480
Philadelphia	645,700	91	584,940	89	578,300
Pike	3,000	79	2,360	76	2,290
Potter	4,500	72	3,220	68	3,150
Schuylkill	52,900	89	46,930	87	47,430
Snyder	6,000	70	4,200	67	4,070
Somerset	21,200	84	17,810	82	17,760
Sullivan	1,500	85	1,270	83	1,240
Susquehanna	8,100	89	7,210	88	7,270
Tioga	10,400	83	8,610	80	8,450

PENNSYLVANIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Union	5,900	70	4,130	67	4,000
Venango	18,600	79	14,670	76	14,220
Warren	12,000	82	9,810	79	9,750
Washington	63,200	94	59,120	93	59,240
Wayne	7,100	79	5,620	77	5,760
Westmoreland	95,000	94	89,350	93	88,340
Wyoming	4,600	85	3,900	83	3,900
York	65,800	92	60,360	91	59,800
State Total	3,241,300	91%	2,938,400	89%	2,903,660

RHODE ISLAND

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Bristol	9,100	93%	8,420	92%	8,240
Kent	26,300	93	24,340	92	23,340
Newport	18,800	92	17,330	91	16,770
Providence	176,400	92	163,080	91	161,400
Washington	16,300	92	14,980	91	14,440
State Total	246,900	92%	228,150	91%	224,190

SOUTH CAROLINA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Abbeville	5,600	73%	4,070	70%	3,900
Aiken	21,700	73	15,790	69	18,380
Allendale	3,800	57	2,180	53	1,920
Anderson	23,800	76	18,150	73	17,390
Bamberg	4,000	57	2,290	53	2,130
Barnwell	6,700	57	3,840	53	3,790
Beaufort	7,100	71	5,060	68	4,770
Berkeley	7,100	76	5,430	73	5,130
Calhoun	3,300	61	2,010	57	1,890
Charleston	55,500	86	47,500	84	45,330
Cherokee	9,900	79	7,840	76	7,410
Chester	8,100	76	6,170	73	5,910
Chesterfield	8,100	70	5,630	66	5,340
Clarendon	6,600	64	4,200	59	3,920
Colleton	7,200	73	5,230	70	5,010

SOUTH CAROLINA CONTINUED

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SOUTH CAROLINA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Darlington	12,600	69	8,720	66	8,200
Dillon	6,700	71	4,750	67	4,490
Dorchester	5,600	77	4,310	74	4,170
Edgefield	3,700	64	2,360	60	2,230
Fairfield	4,800	72	3,440	69	3,290
Florence	21,100	79	16,670	76	15,850
Georgetown	8,200	76	6,210	72	5,870
Greenville	56,800	84	47,860	82	45,580
Greenwood	13,300	77	10,280	74	9,580
Hampton	4,400	71	3,140	68	3,000
Horry	16,500	55	9,060	50	7,750
Jasper	2,600	71	1,840	68	1,760
Kershaw	7,500	77	5,750	73	5,510
Lancaster	9,400	76	7,140	73	6,760
Laurens	11,700	63	7,360	59	6,850
Lee	4,700	74	3,490	71	3,360
Lexington	13,200	75	9,890	72	9,300
McCormick	2,100	72	1,520	70	1,460
Marion	8,000	71	5,680	68	5,360
Marlboro	6,900	70	4,820	66	4,640
Newberry	8,200	69	5,670	65	5,370
Oconee	9,200	64	5,860	59	5,470
Orangeburg	16,700	67	11,110	63	10,390
Pickens	10,300	66	6,750	62	6,340
Richland	41,900	84	35,070	82	36,920
Saluda	3,700	64	2,360	60	2,230
Spartanburg	42,600	79	33,490	76	31,950
Sumter	14,000	69	9,710	66	9,800
Union	7,600	71	5,390	68	5,150
Williamsburg	9,100	76	6,960	73	6,670
York	22,100	76	16,730	72	15,570
State Total	583,700	75%	438,780	72%	423,090

SOUTH DAKOTA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Aurora	1,200	48%	570	43%	510
Beadle	6,800	54	3,670	49	3,330
Bennett	800	51	410	46	370
Bon Homme	2,200	75	1,660	73	1,670
Brookings	5,500	70	3,870	67	3,690
Brown	10,600	65	6,860	61	6,420
Brule	1,900	53	1,010	48	820
Buffalo	400	58	230	53	210
Butte	2,300	45	1,030	40	920
Campbell	800	45	360	40	320
Charles Mix	3,500	53	1,870	48	2,220
Clark	2,200	65	1,420	60	1,450
Clay	3,000	87	2,620	86	2,660
Codington	6,100	64	3,910	60	3,730
Corson	1,500	44	660	39	550
Custer	1,600	44	710	39	630
Davison	5,600	63	3,510	59	3,310
Day	3,300	65	2,160	62	2,040
Deuel	1,500	64	960	60	900
Dewey	1,100	45	490	40	440
Douglas	1,200	48	570	43	510
Edmunds	1,700	45	760	40	720
Fall River	3,300	51	1,690	46	1,560
Faulk	1,200	53	630	48	580
Grant	2,800	66	1,840	62	1,670
Gregory	2,300	50	1,140	44	1,010
Haakon	700	41	290	36	250
Hamlin	1,900	64	1,220	60	1,140
Hand	1,800	54	970	49	890
Hanson	1,300	63	820	60	780
Harding	500	44	220	40	200
Hughes	3,500	60	2,090	55	1,820
Hutchinson	3,400	75	2,550	72	2,170
Hyde	700	59	410	54	380
Jackson	500	40	200	34	170
Jerauld	1,000	53	530	49	490
Jones	600	50	300	45	270
Kingsbury	2,900	70	2,040	67	1,880
Lake	3,000	81	2,420	79	2,200
Lawrence	5,600	43	2,420	38	2,100
Lincoln	3,700	87	3,220	86	3,170
Lyman	1,100	55	610	51	560
McCook	2,400	80	1,930	78	1,800
McPherson	1,700	44	750	39	670
Marshall	2,100	66	1,390	62	1,310
Meade	2,300	43	990	38	1,140
Mellette	600	52	310	46	320
Miner	1,700	66	1,120	62	1,060
Minnehaha	27,400	94	25,750	93	24,870
Moody	2,700	80	2,170	78	1,950
Pennington	20,000	64	12,810	60	11,370
Perkins	1,700	45	760	40	720
Potter	1,300	44	570	39	510

SOUTH DAKOTA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Roberts	3,400	66	2,240	62	2,110
Sanborn	1,400	64	890	60	780
Shannon	1,800	51	920	45	500
Spink	3,100	54	1,680	49	1,620
Stanley	800	49	390	43	130
Sully	700	44	310	40	320
Todd	1,300	51	660	46	410
Tripp	2,700	56	1,510	51	1,230
Turner	3,300	87	2,860	85	2,560
Union	3,200	87	2,780	85	2,560
Walworth	2,400	45	1,080	40	840
Washabaugh	200	45	90	40	40
Yankton	4,800	75	3,610	73	3,480
Ziebach	600	43	260	38	230
State Total	200,200	66%	132,750	63%	123,240

TENNESSEE

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Anderson	15,500	78%	12,080	75%	11,320
Bedford	6,000	73	4,350	69	4,650
Benton	2,500	53	1,320	48	1,350
Bledsoe	1,500	69	1,040	66	1,120
Blount	16,400	85	13,930	83	13,430
Bradley	9,400	75	7,050	72	6,450
Campbell	7,500	64	4,810	60	4,910
Cannon	2,000	74	1,470	71	1,410
Carroll	6,900	57	3,910	53	3,950
Carter	11,200	74	8,340	71	7,810
Cheatham	2,100	77	1,620	75	1,490
Chester	2,100	57	1,200	53	1,330
Claiborne	4,700	52	2,430	47	2,590
Clay	1,700	56	960	52	890
Cocke	5,300	55	2,930	51	2,710
Coffee	8,500	73	6,230	70	5,350
Crockett	4,700	69	3,230	65	3,260
Cumberland	4,700	50	2,370	46	2,150
Davidson	107,000	89	94,740	87	91,510
Decatur	1,500	53	790	48	1,010
DeKalb	2,300	69	1,580	65	1,690
Dickson	4,700	69	3,220	65	3,180
Dyer	7,900	77	6,110	74	6,090
Fayette	6,100	72	4,380	69	4,190
Fentress	3,000	52	1,550	47	1,560
Franklin	6,100	48	2,930	43	2,680
Gibson	14,500	65	9,410	61	9,000
Giles	6,700	52	3,500	48	3,200
Grainger	2,900	51	1,490	47	1,360
Greene	11,100	60	6,680	56	6,500
Grundy	2,400	59	1,410	55	1,590
Hamblen	8,200	55	4,530	51	4,190
Hamilton	74,000	84	62,090	82	58,750
Hancock	1,900	51	970	47	840
Hardeman	4,900	64	3,140	61	2,980
Hardin	4,100	57	2,330	53	2,270
Hawkins	8,000	55	4,380	49	3,710
Haywood	5,900	69	4,050	65	4,170
Henderson	3,200	53	1,680	48	1,830
Henry	5,700	54	3,100	50	3,260
Hickman	2,700	69	1,850	65	2,020
Houston	1,100	72	790	69	760
Humphreys	2,700	71	1,920	68	1,900
Jackson	2,100	56	1,180	52	1,360
Jefferson	5,100	56	2,860	52	2,550
Johnson	2,700	61	1,640	56	1,520
Knox	68,800	89	61,220	87	59,670
Lake	3,100	58	1,810	54	1,630
Lauderdale	6,100	72	4,400	69	4,490
Lawrence	6,400	56	3,610	52	3,610
Lewis	1,500	68	1,020	65	970
Lincoln	6,300	48	3,020	43	2,890
Loudon	6,500	70	4,580	67	4,300
McMinn	8,800	59	5,230	56	5,010
McNairy	4,700	57	2,680	53	3,070
Macon	3,000	68	2,050	65	2,270
Madison	17,800	71	12,560	67	11,880
Marion	5,000	69	3,470	66	3,300
Marshall	4,600	72	3,330	69	3,540
Maury	11,700	74	8,620	70	8,350
Meigs	1,300	60	780	56	730
Monroe	5,900	72	4,220	68	3,830
Montgomery	10,600	81	8,590	78	9,730
Moore	1,000	48	480	43	470
Morgan	2,600	52	1,340	47	1,510
Obion	7,500	58	4,370	54	4,130
Overton	3,400	56	1,920	52	2,090
Perry	1,200	48	580	43	640
Pickett	1,000	52	520	47	470
Polk	3,000	72	2,150	68	2,050

TENNESSEE CONTINUED

The Only One That Gives You All Three...

GREENVILLE, SPARTANBURG and ASHEVILLE

HERE'S THE LATEST ARB RATING

(Combination Metro Rating for Greenville, Spartanburg and Asheville)

Monday through Sunday

WFBC "The Giant"	**38.9**
STATION "B"	22.7
STATION "C"	28.1

HERE'S WFBC-TV's TOTAL MARKET

82-County Data from Sales Management Survey of Buying Power, May 10, 1959 (within the 100 UV/M contour).

POPULATION	2,946,600
INCOMES	$3,584,180,000
RETAIL SALES	$2,387,606,000
HOUSEHOLDS	751,900

For rates, availabilities and assistance, please contact the Station or WEED TELEVISION CORPORATION.

WFBC-TV HAS A "GIANT MARKET" BY ANY MEASUREMENT

Television Magazine ranks the Greenville-Spartanburg-Asheville Market as the

42nd

TELEVISION MARKET
IN THE UNITED STATES

CHANNEL 4
WFBC-TV
GREENVILLE, S. C.
NBC NETWORK

Represented Nationally by
WEED TELEVISION CORP.

Radio Affiliate
"The Piedmont Group"
WFBC—Greenville
WORD—Spartanburg

TENNESSEE (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Putnam	7,500	61	4,560	57	4,740
Rhea	4,200	60	2,510	56	2,180
Roane	10,600	78	8,250	75	6,440
Robertson	7,400	77	5,680	74	5,640
Rutherford	11,800	81	9,520	78	9,060
Scott	3,800	52	1,970	47	1,890
Sequatchie	1,300	69	900	66	860
Sevier	6,300	56	3,550	52	2,870
Shelby	162,800	90	145,890	88	138,740
Smith	2,600	68	1,780	65	2,270
Stewart	1,800	72	1,290	68	1,230
Sullivan	29,300	74	21,600	70	21,260
Sumner	8,900	88	7,820	86	7,590
Tipton	7,600	74	5,630	71	5,340
Trousdale	1,000	68	680	65	840
Unicoi	3,700	56	2,070	52	2,020
Union	2,100	52	1,090	47	900
Van Buren	600	70	420	66	530
Warren	6,900	59	4,040	55	3,660
Washington	16,900	79	13,340	76	12,400
Wayne	2,800	49	1,360	43	1,410
Weakley	5,800	53	3,090	49	3,380
White	3,700	51	1,870	46	1,840
Williamson	6,100	84	5,140	82	4,700
Wilson	7,600	71	5,400	68	5,220
State Total	936,100	76%	715,570	73%	689,480

TEXAS

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Anderson	7,900	64%	5,040	60%	4,820
Andrews	3,100	67	2,080	64	1,920
Angelina	11,500	67	7,700	63	7,260
Aransas	1,100	58	640	55	600
Archer	1,700	73	1,240	70	1,190
Armstrong	400	80	320	78	310
Atascosa	4,700	76	3,590	74	3,470
Austin	3,800	67	2,560	64	2,510
Bailey	2,200	80	1,750	77	1,700
Bandera	1,200	78	930	75	900
Bastrop	4,800	63	3,040	60	2,940
Baylor	1,600	73	1,170	70	1,190
Bee	6,000	67	3,990	63	3,860
Bell	25,200	80	20,040	77	18,580
Bexar	176,400	86	151,210	84	137,250
Blanco	1,100	73	800	70	770
Borden	200	75	150	70	140
Bosque	2,800	67	1,870	64	1,850
Bowie	20,200	76	15,320	73	14,880
Brazoria	18,300	86	15,790	84	14,690
Brazos	13,000	66	8,550	62	7,660
Brewster	1,600	49	780	44	840
Briscoe	900	59	530	56	500
Brooks	2,500	61	1,520	57	1,710
Brown	8,800	63	5,530	59	5,150
Burleson	2,800	66	1,850	62	1,810
Burnet	2,700	73	1,970	70	1,890
Caldwell	4,500	72	3,250	69	3,180
Calhoun	3,300	59	1,940	55	1,760
Callahan	2,100	65	1,360	61	1,350
Cameron	41,700	70	29,010	65	27,690
Camp	2,300	63	1,460	60	1,380
Carson	1,800	79	1,430	77	1,390
Cass	5,800	73	4,210	69	4,100
Castro	1,400	69	960	65	910
Chambers	2,200	84	1,840	82	1,800
Cherokee	9,300	64	5,930	60	5,600
Childress	2,900	57	1,640	52	1,570
Clay	2,200	80	1,770	78	1,800
Cochran	1,400	79	1,110	77	1,390
Coke	1,000	71	710	68	810
Coleman	3,300	68	2,240	65	2,210
Collin	13,000	84	10,910	82	10,790
Collingsworth	2,100	57	1,190	52	1,100
Colorado	4,900	64	3,140	61	2,970
Comal	6,100	73	4,440	70	4,190
Comanche	3,500	58	2,030	54	1,950
Concho	1,200	59	710	55	720
Cooke	7,100	80	5,700	78	5,780
Coryell	4,100	74	3,030	71	2,980
Cottle	1,300	55	720	51	720
Crane	1,700	61	1,040	58	920
Crockett	1,200	53	630	48	580
Crosby	2,500	76	1,910	74	1,840
Culberson	500	66	330	62	310
Dallam	2,300	82	1,880	80	1,910
Dallas	277,700	90	248,960	88	232,320
Dawson	4,700	67	3,140	64	3,890
Deaf Smith	3,800	68	2,580	64	2,120
Delta	1,700	61	1,030	57	1,030
Denton	12,700	84	10,730	82	10,300

TEXAS (CONTINUED)

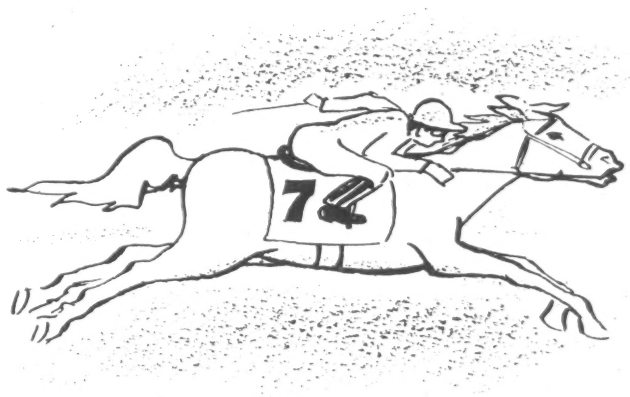
County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
De Witt	6,100	65	3,990	62	3,850
Dickens	1,700	61	1,040	58	980
Dimmit	2,400	57	1,360	53	1,260
Donley	1,500	73	1,100	71	1,060
Duval	2,900	62	1,810	59	1,880
Eastland	6,400	65	4,150	62	4,000
Ector	24,600	78	19,110	75	17,700
Edwards	800	50	400	46	370
Ellis	12,400	81	10,090	79	9,860
El Paso	79,900	84	67,160	82	59,050
Erath	4,700	67	3,140	64	3,060
Falls	6,400	66	4,210	63	4,070
Fannin	7,100	65	4,590	61	4,360
Fayette	5,600	64	3,580	61	3,450
Fisher	2,200	71	1,560	68	1,620
Floyd	2,800	76	2,120	73	2,050
Foard	900	66	590	63	690
Fort Bend	8,700	82	7,130	80	6,680
Franklin	1,200	61	730	57	740
Freestone	3,400	60	2,050	57	1,980
Frio	2,700	76	2,060	74	1,990
Gaines	2,400	67	1,610	64	1,540
Galveston	38,800	84	32,700	82	30,390
Garza	1,800	73	1,320	71	1,270
Gillespie	3,100	60	1,870	56	1,750
Glasscock	200	70	140	65	130
Goliad	1,300	67	870	64	830
Gonzales	5,400	72	3,910	69	3,740
Gray	9,300	74	6,850	71	6,510
Grayson	25,400	78	19,820	75	18,690
Gregg	22,200	75	16,730	72	15,640
Grimes	3,300	72	2,380	69	2,350
Guadalupe	7,400	79	5,850	77	5,600
Hale	11,000	78	8,570	76	7,550
Hall	2,800	60	1,670	56	1,560
Hamilton	2,700	67	1,810	64	1,790
Hansford	1,200	83	1,000	82	980
Hardeman	2,900	67	1,930	63	1,900
Hardin	5,800	62	3,620	59	3,360
Harris	367,600	89	325,580	87	310,600
Harrison	14,000	70	9,860	67	9,040
Hartley	500	82	410	80	400
Haskell	3,000	72	2,170	69	2,350
Hays	5,200	73	3,790	70	3,560
Hemphill	1,200	59	710	55	660
Henderson	5,600	59	3,300	55	2,920
Hidalgo	47,200	72	33,890	68	31,950
Hill	7,900	87	6,890	86	6,930
Hockley	6,100	80	4,850	77	4,630
Hood	1,300	79	1,030	77	1,000
Hopkins	5,900	61	3,600	57	3,440
Houston	5,000	59	2,960	55	2,820
Howard	9,800	74	7,240	71	6,670
Hudspeth	700	63	440	59	590
Hunt	12,900	85	10,910	82	10,310
Hutchinson	10,800	89	9,630	88	9,300
Irion	300	67	200	63	250
Jack	1,800	79	1,420	76	1,450
Jackson	3,600	67	2,410	64	2,300
Jasper	5,300	61	3,210	57	3,010
Jeff Davis	300	60	180	58	290
Jefferson	70,000	83	58,290	81	55,900
Jim Hogg	1,100	53	580	49	540
Jim Wells	7,900	59	4,680	55	4,490
Johnson	11,300	86	9,690	84	9,310
Jones	5,800	71	4,110	68	4,190
Karnes	3,900	66	2,590	63	2,470
Kaufman	7,000	80	5,620	78	5,510
Kendall	1,600	78	1,240	75	1,200
Kenedy	100	60	60	60	60
Kent	400	60	240	55	220
Kerr	4,300	60	2,590	57	2,430
Kimble	1,200	60	720	57	680
King	200	60	120	55	110
Kinney	500	56	280	52	260
Kleberg	7,100	60	4,260	56	3,940
Knox	2,100	66	1,390	63	1,640
Lamar	12,900	51	6,550	45	5,810
Lamb	6,000	79	4,760	77	4,550
Lampasas	2,900	73	2,120	70	2,030
La Salle	1,800	62	1,120	59	1,060
Lavaca	5,300	65	3,470	62	3,360
Lee	2,200	64	1,400	60	1,380
Leon	2,500	63	1,580	59	1,540
Liberty	7,900	83	6,590	82	6,360
Limestone	5,300	66	3,490	63	3,440
Lipscomb	1,000	58	580	55	600
Live Oak	1,900	62	1,180	58	1,110
Llano	1,600	56	890	51	820
Loving	100	50	50	50	50
Lubbock	49,800	81	40,170	78	37,700
Lynn	2,800	74	2,060	71	1,980
McCulloch	2,600	59	1,540	55	1,660
McLennan	43,300	84	36,550	82	34,560

TEXAS CONTINUED

Each a Winner

KTBC-TV ★ AUSTIN, TEXAS

Channel 7



- Tall Tower, 2049 ft. MSL—1137 ft. above ground
- CBS-NBC-ABC—Saturday night alone—5 of the top 20 shows
- ARB coincidental survey—Austin, Dec., 1958—6:00 p.m.—47.3% SIU KTBC-TV—99.1% of audience
- Capital City—University of Texas
- Military Installation—Bergstrom Air Force Base—SAC
- Covers 40 counties in heart of Texas
- Latest Nielsen figures show these counties contain 234,600 homes with 178,560 sets

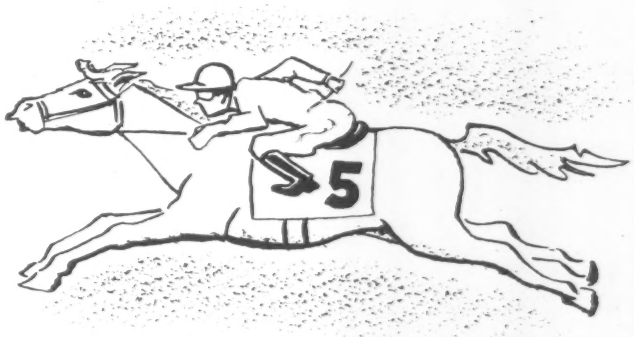
affiliated with: **KTBC—RADIO 59—CBS**—5 kw

SERVING BROWNSVILLE, HARLINGEN & McALLEN KRGV-TV ★

with STUDIOS in WESLACO, TEXAS

Channel 5

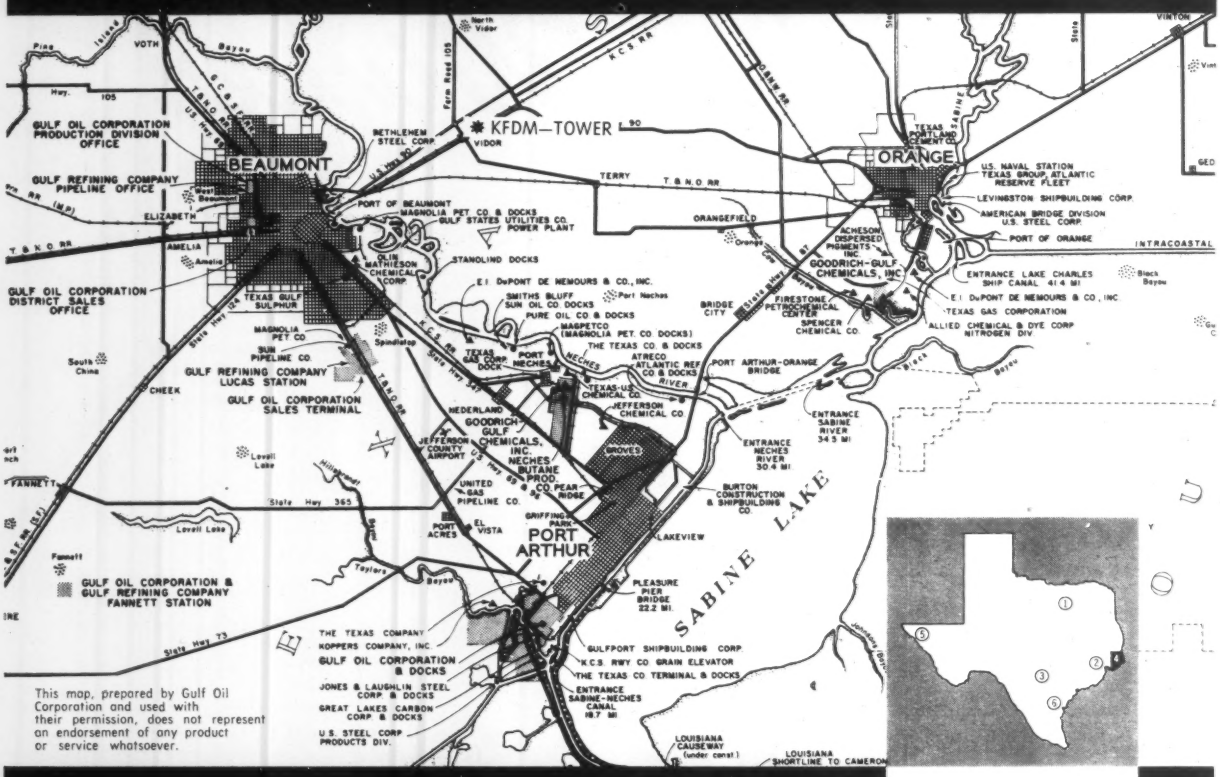
- First Agricultural market in Texas. Special farm news programming and Valley's only full-time farm director
- 140 miles to next TV market
- Year-round temperate climate — 12 month tourist season
- 2 major military installations
- Mexico's population immediately across the Rio Grande River adds a "plus" of approximately 400,000 persons
- Covers 11 counties in Texas' rich Rio Grande Valley along the border of Old Mexico
- Latest Nielsen figures show these Texas counties contain 132,900 homes with 89,030 sets



affiliated with: **KRGV—RADIO 129—NBC**—5 kw

NATIONAL REPRESENTATIVE • PAUL H. RAYMER CO., INC.

BEAUMONT-PORT ARTHUR-ORANGE


KFDM—TOWER
BEAUMONT
PORT ARTHUR
ORANGE
SABINE LAKE
GULF OIL CORPORATION PRODUCTION DIVISION OFFICE
GULF REFINING COMPANY PIPELINE OFFICE
GULF OIL CORPORATION DISTRICT SALES OFFICE
GULF REFINING COMPANY LUCAS STATION
GULF OIL CORPORATION SALES TERMINAL
GULF OIL CORPORATION & GULF REFINING COMPANY FANNETT STATION
GULF OIL CORPORATION & DOCKS
PORT OF BEAUMONT
PORT OF ORANGE
INTRACOASTAL
U.S. NAVAL STATION TEXAS GROUP, ATLANTIC RESERVE FLEET
LEVINGSTON SHIPBUILDING CORP.
AMERICAN BRIDGE DIVISION U.S. STEEL CORP.
GOODRICH-GULF CHEMICALS, INC.
E. I. DuPONT DE NEMOURS & CO., INC.
TEXAS GAS CORPORATION
ALLIED CHEMICAL & DYE CORP NITROGEN DIV.
PORT ARTHUR-ORANGE BRIDGE
ENTRANCE SABINE RIVER 34.5 MI
ENTRANCE NECHES RIVER 30.4 MI
PLEASURE PIER BRIDGE 22.2 MI
GULFPORT SHIPBUILDING CORP
THE TEXAS CO. TERMINAL & DOCKS
ENTRANCE SABINE-NECHES CANAL 19.7 MI
LOUISIANA CAUSEWAY (under const.)
LOUISIANA SHORTLINE TO CAMERON
THE TEXAS COMPANY
KOPPERS COMPANY, INC.
JONES & LAUGHLIN STEEL CORP. & DOCKS
GREAT LAKES CARBON CORP. & DOCKS
U.S. STEEL CORP PRODUCTS DIV.
JEFFERSON COUNTY AIRPORT
UNITED GAS PIPELINE CO.
JEFFERSON CHEMICAL CO.
BURTON CONSTRUCTION & SHIPBUILDING CO.
ORANGEFIELD
BRIDGE CITY
FIRESTONE PETROCHEMICAL CENTER
SPENCER CHEMICAL CO.
ACHESON DISPERSED PIGMENTS, INC.
ENTRANCE LAKE CHARLES SHIP CANAL 41.4 MI
1 Dallas-Fort Worth
2 Houston
3 San Antonio
4 BEAUMONT-PORT ARTHUR-ORANGE
5 El Paso
6 Corpus Christi

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Now the 4th Market in Texas with over 152,000 TV Homes!*

Only KFDM-TV captures **all** of this oil, chemical and industry-rich Gulf Coast market of 750,000 prosperous Texans in 20 NCS Counties.

* A. C. Neilsen Co. TV Ownership Estimate Spring, 1959

More PROOF OF PERFORMANCE

KFDM-TV

CBS / ABC

BEAUMONT • PORT ARTHUR • ORANGE • CHANNEL 6

C. B. LOCKE, Executive Vice President & General Manager
MOTT JOHNSON, Sales & Operations Manager

See Peters-Griffin-Woodward Inc.

TEXAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
McMullen	300	60	180	58	230
Madison	1,600	63	1,000	58	990
Marion	2,200	73	1,600	70	1,530
Martin	1,400	67	940	64	900
Mason	1,300	55	720	51	720
Matagorda	7,600	67	5,090	64	4,660
Maverick	3,000	57	1,700	53	1,630
Medina	4,700	77	3,640	75	3,450
Menard	1,000	59	590	55	610
Midland	18,000	82	14,790	80	13,390
Milam	6,600	64	4,240	60	3,260
Mills	1,400	73	1,020	70	980
Mitchell	3,900	72	2,810	69	2,830
Montague	4,400	80	3,530	78	3,510
Montgomery	7,000	77	5,420	75	5,240
Moore	5,400	82	4,410	80	6,210
Morris	2,400	72	1,730	69	1,660
Motley	1,000	57	570	53	530
Nacogdoches	7,900	62	4,890	58	4,600
Navarro	10,600	82	8,720	80	8,470
Newton	2,300	60	1,390	57	1,300
Nolan	6,000	71	4,250	68	4,060
Nueces	69,100	79	54,910	77	52,300
Ochiltree	2,000	60	1,190	56	1,110
Oldham	400	68	270	65	260
Orange	17,400	77	13,470	74	12,640
Palo Pinto	7,000	79	5,560	77	4,630
Panola	4,100	52	2,140	48	2,020
Parker	7,500	79	5,950	77	5,700
Parmer	1,800	68	1,220	64	960
Pecos	2,700	52	1,400	48	1,290
Polk	3,600	68	2,430	65	2,390
Potter	42,100	88	37,000	86	32,950
Presidio	1,400	48	670	44	610
Rains	600	80	480	78	470
Randall	7,200	82	5,870	79	5,560
Reagan	900	64	580	61	550
Real	700	61	430	57	400
Red River	4,900	57	2,810	53	2,670
Reeves	4,900	57	2,800	52	2,570
Refugio	2,600	59	1,530	55	1,430
Roberts	300	60	180	57	170
Robertson	4,600	64	2,950	60	2,830
Rockwall	1,400	78	1,090	75	1,050
Runnels	4,200	68	2,850	65	2,790
Rusk	12,100	68	8,210	64	7,760
Sabine	1,700	60	1,020	56	1,010
San Augustine	1,600	57	910	53	900
San Jacinto	1,600	68	1,080	64	1,030
San Patricio	10,100	72	7,290	68	6,780
San Saba	2,200	55	1,220	51	1,130
Schleicher	700	53	370	49	340
Scurry	8,000	70	5,580	67	6,230
Shackelford	1,100	65	720	62	680
Shelby	5,300	53	2,790	49	2,620
Sherman	700	80	560	79	550
Smith	24,200	75	18,230	72	17,280
Somervell	800	68	540	65	520
Starr	3,100	54	1,670	50	1,550
Stephens	3,100	65	2,010	62	2,160
Sterling	200	65	130	60	180
Stonewall	900	70	630	67	600
Sutton	900	53	480	49	490
Swisher	2,400	68	1,640	65	1,560
Tarrant	178,900	88	156,540	86	148,950
Taylor	25,300	79	20,030	76	18,860
Terrell	800	53	420	48	430
Terry	4,800	76	3,640	73	3,070
Throckmorton	800	73	580	69	620
Titus	5,100	57	2,930	53	2,510
Tom Green	22,200	76	16,890	73	15,740
Travis	59,200	81	47,920	78	40,830
Trinity	2,200	67	1,480	64	1,480
Tyler	2,800	64	1,780	60	1,740
Upshur	4,700	63	2,980	60	2,880
Upton	1,600	65	1,040	62	990
Uvalde	4,900	60	2,920	56	2,680
Val Verde	5,000	50	2,490	46	2,230
Van Zandt	5,000	80	4,020	78	4,070
Victoria	16,200	62	10,080	58	6,420
Walker	4,100	72	2,970	69	2,840
Waller	3,000	78	2,330	75	2,250
Ward	4,500	62	2,770	58	2,720
Washington	4,900	70	3,420	66	3,320
Webb	15,800	60	9,550	56	8,480
Wharton	9,800	75	7,390	72	7,070
Wheeler	2,200	56	1,240	52	1,200
Wichita	35,500	83	29,290	80	28,370
Wilbarger	5,400	73	3,940	70	4,060
Willacy	5,400	61	3,270	57	3,640
Williamson	10,500	78	8,170	75	7,480
Wilson	3,100	79	2,440	76	2,370
Winkler	3,500	61	2,150	58	1,970
Wise	4,100	78	3,210	76	3,190

TEXAS (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Wood	4,800	63	3,040	60	2,940
Yoakum	1,000	76	760	73	730
Young	4,500	72	3,240	69	3,100
Zapata	1,000	54	540	50	500
Zavala	2,800	60	1,670	56	1,510
State Total	2,723,100	80%	2,166,000	77%	2,038,180

UTAH

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Beaver	1,000	43%	430	38%	380
Box Elder	6,000	91	5,450	90	5,390
Cache	10,000	88	8,840	87	8,600
Carbon	7,400	59	4,340	55	3,890
Daggett	100	40	40	40	40
Davis	14,800	93	13,790	92	13,010
Duchesne	1,700	49	830	44	750
Emery	1,400	59	820	55	770
Garfield	700	43	300	37	260
Grand	1,600	63	1,000	58	760
Iron	2,800	41	1,160	36	1,020
Juab	1,400	65	910	61	860
Kane	700	41	290	37	220
Millard	2,100	65	1,360	61	1,350
Morgan	700	80	560	79	550
Piute	300	43	130	37	110
Rich	400	80	320	78	390
Salt Lake	108,200	95	102,520	94	98,860
San Juan	1,400	49	690	44	570
Sanpete	3,200	64	2,060	61	2,020
Sevier	2,900	64	1,870	61	1,900
Summit	1,400	81	1,130	79	1,100
Tooele	5,100	85	4,330	83	4,490
Uintah	2,600	48	1,260	44	1,100
Utah	27,500	93	25,470	92	24,650
Wasatch	1,300	81	1,050	78	1,020
Washington	2,700	42	1,130	37	990
Wayne	300	43	130	37	110
Weber	31,800	93	29,620	92	28,130
State Total	241,500	88%	211,830	86%	201,290

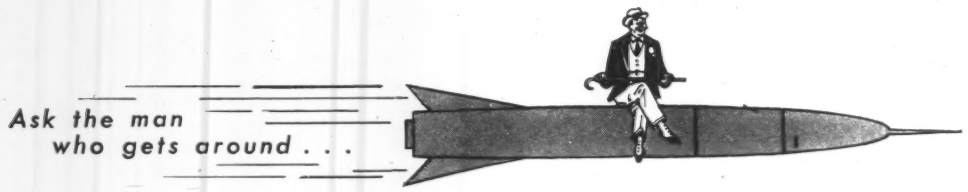
VERMONT

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Addison	4,900	86%	4,190	84%	4,110
Bennington	7,300	88	6,460	87	6,460
Caledonia	6,700	83	5,570	81	5,520
Chittenden	18,200	92	16,670	90	16,460
Essex	1,500	89	1,330	87	1,480
Franklin	8,100	87	7,020	85	6,730
Grand Isle	800	88	700	86	690
Lamoille	2,800	87	2,430	85	2,390
Orange	4,300	83	3,580	81	3,580
Orleans	5,300	88	4,680	87	4,700
Rutland	12,700	88	11,130	86	11,000
Washington	12,100	89	10,770	88	10,590
Windham	8,300	78	6,450	76	6,050
Windsor	12,000	82	9,830	80	9,660
State Total	105,000	86%	90,810	85%	89,420

VIRGINIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Accomack	10,000	66%	6,560	62%	6,160
Albemarle	14,900	66	9,780	62	8,940
Alleghany	7,200	77	5,550	74	5,660
Amelia	1,700	70	1,190	66	1,130
Amherst	4,700	73	3,410	70	3,130
Appomattox	1,900	73	1,390	70	1,330
Arlington	74,800	90	67,280	89	66,140
Augusta	19,800	66	13,060	62	11,710
Bath	1,500	60	900	56	840
Bedford	8,000	65	5,230	62	4,720
Bland	1,400	61	850	57	800
Botetourt	4,100	77	3,160	75	2,980
Brunswick	4,200	61	2,550	57	2,400
Buchanan	8,100	59	4,760	54	4,310
Buckingham	2,600	64	1,660	60	1,510

VIRGINIA CONTINUED

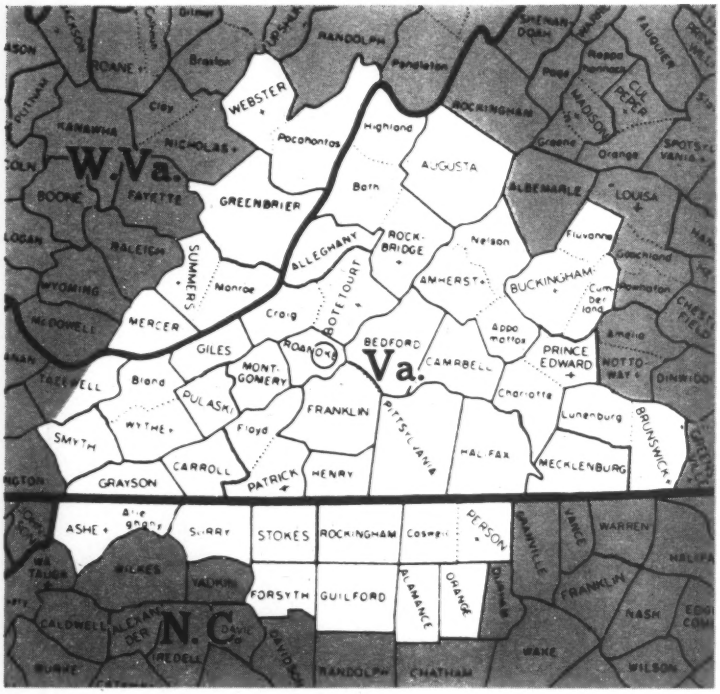


WDBJ-TV is one of the best buys in television anywhere

+ 20,550 television homes in the WDBJ-TV NCS No. 3 area*

This substantial increase brings the number of television homes in the WDBJ-TV coverage area to a total of 401,240.

There are many other reasons why it will pay you to take a close look at this rich and *growing* Roanoke market and at WDBJ-TV, which consistently delivers a big, *buying* audience at remarkably low cost.



* A. C. Nielsen Company's "U. S. Television Ownership Estimates By State And County As Of Spring 1959" adds 20,550 new television homes to the WDBJ-TV NCS No. 3 coverage area.

Ask your PGW Colonel for current availabilities

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Maximum Power • Maximum Height

ROANOKE, VIRGINIA

CBS TELEVISION CHANNEL 7

VIRGINIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Campbell	22,800	80	18,210	77	16,970
Caroline	2,800	78	2,170	75	2,030
Carroll	7,800	58	4,550	54	3,650
Charlotte	3,600	70	2,520	76	680
Charles City	1,000	78	780	67	2,200
Chesterfield	14,700	88	12,900	86	11,190
Clarke	1,900	77	1,470	75	1,350
Craig	800	76	610	74	520
Culpeper	3,500	72	2,530	69	2,350
Cumberland	1,600	63	1,010	60	960
Dickenson	5,100	57	2,920	53	2,680
Dinwiddie	14,100	89	12,550	88	12,250
Essex	1,600	78	1,240	75	1,130
Fairfax	57,700	92	53,270	91	43,660
Fauquier	6,100	77	4,720	75	4,270
Floyd	2,600	58	1,510	54	1,460
Fluvanna	1,900	64	1,220	61	1,030
Franklin	6,400	65	4,190	62	3,730
Frederick	10,100	83	8,420	82	7,910
Giles	4,800	76	3,650	73	3,670
Gloucester	3,100	79	2,440	76	2,290
Goochland	1,800	76	1,370	74	1,250
Grayson	4,600	63	2,910	59	3,370
Greene	1,200	64	770	61	790
Greensville	4,100	70	2,860	67	2,660
Halifax	9,800	77	7,550	74	7,020
Hanover	6,600	76	5,040	74	4,350
Henrico	94,800	89	84,220	87	80,420
Henry	13,900	78	10,850	75	9,920
Highland	800	61	490	58	460
Isle of Wight	4,000	66	2,630	62	2,310
James City	2,900	79	2,280	76	2,130
King and Queen	1,500	78	1,170	76	1,060
King George	1,600	74	1,180	71	1,210
King William	1,900	78	1,480	75	1,430
Lancaster	2,500	74	1,860	72	1,650
Lee	6,600	61	4,040	57	4,190
Loudoun	5,800	88	5,080	86	4,650
Louisa	3,400	76	2,590	73	2,130
Lunenburg	3,500	61	2,120	57	1,990
Madison	2,100	64	1,340	60	1,270
Mathews	1,800	79	1,420	76	1,300
Mecklenburg	7,900	69	5,490	66	5,270
Middlesex	1,900	78	1,490	76	1,440
Montgomery	10,500	87	9,130	85	8,950
Nansemond	11,000	80	8,800	77	8,040
Nelson	3,300	73	2,410	70	2,240
New Kent	1,100	77	850	75	750
Newport News	50,000	89	44,700	88	43,540
Norfolk	138,000	90	123,920	88	125,640
Northampton	4,600	65	3,000	62	2,850
Northumberland	2,500	74	1,850	71	1,710
Nottoway	3,800	70	2,650	66	2,790
Orange	3,400	72	2,450	69	2,280
Page	3,900	69	2,700	66	2,570
Patrick	3,800	58	2,220	55	2,020
Pittsylvania	27,900	74	20,540	70	19,470
Powhatan	1,200	76	910	73	880
Prince Edward	3,800	70	2,660	67	2,530
Prince George	13,000	78	10,080	75	7,650
Princess Anne	26,100	84	21,910	82	16,360
Prince William	7,800	87	6,820	86	4,990
Pulaski	7,700	76	5,850	73	5,640
Rappahannock	1,300	64	830	61	790
Richmond	1,500	74	1,110	71	1,000
Roanoke	43,000	89	38,130	87	35,730
Rockbridge	7,700	60	4,630	56	4,170
Rockingham	13,700	76	10,450	73	9,500
Russell	6,400	57	3,670	53	3,260
Scott	6,800	62	4,240	58	3,840
Shenandoah	5,800	69	4,020	66	3,760
Smyth	7,100	63	4,490	59	4,200
Southampton	6,300	65	4,120	62	3,920
Spotsylvania	7,000	76	5,300	73	4,890
Stafford	3,700	76	2,810	73	2,420
Surry	1,500	79	1,180	76	1,140
Sussex	3,000	70	2,100	67	1,930
Tazewell	11,400	62	7,030	57	6,640
Warren	4,000	78	3,100	75	3,220
Washington	13,200	60	7,950	56	7,390
Westmoreland	2,700	74	2,010	72	2,010
Wise	12,300	63	7,730	58	7,660
Wythe	5,500	61	3,360	58	3,280
York	5,200	79	4,090	76	3,510
State Total	1,016,400	80%	816,240	78%	765,170

WASHINGTON

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	3,500	80%	2,790	78%	2,480
Asotin	4,200	70	2,940	67	2,740
Benton	22,800	68	15,460	64	13,830
Chelan	14,600	69	10,020	65	9,350
Clallam	9,600	82	7,890	80	7,300
Clark	26,900	86	23,200	84	23,370
Columbia	1,600	69	1,110	66	1,060
Cowlitz	19,100	73	13,860	69	13,250
Douglas	4,600	61	2,810	57	2,560
Ferry	1,100	69	760	66	730
Franklin	6,400	72	4,610	69	5,030
Garfield	900	70	630	67	600
Grant	15,100	69	10,380	65	9,540
Grays Harbor	19,300	71	13,790	68	13,080
Island	5,000	85	4,260	83	3,590
Jefferson	2,200	83	1,830	81	1,950
King	300,200	88	263,370	86	252,500
Kitsap	26,300	90	23,620	88	23,440
Kittitas	6,100	64	3,880	60	3,640
Klickitat	4,200	63	2,640	59	2,490
Lewis	14,400	75	10,800	72	10,670
Lincoln	3,500	79	2,780	77	2,700
Mason	5,000	83	4,170	82	4,080
Okanogan	8,800	61	5,400	58	5,080
Pacific	5,400	65	3,490	61	3,370
Pend Oreille	2,300	70	1,600	67	1,600
Pierce	95,600	89	85,360	88	83,340
San Juan	1,100	85	930	83	910
Skagit	16,600	77	12,770	74	11,660
Skamania	1,800	76	1,370	73	1,320
Snohomish	47,500	89	42,220	87	40,980
Spokane	93,900	89	83,710	88	80,310
Stevens	6,400	69	4,440	67	4,260
Thurston	16,500	85	13,960	83	13,370
Wahkiakum	1,000	64	640	61	610
Walla Walla	13,300	68	9,020	64	8,330
Whatcom	24,600	76	18,580	73	17,950
Whitman	9,100	73	6,610	69	6,320
Yakima	46,700	85	39,490	82	38,600
State Total	907,200	83%	757,190	81%	727,990

WEST VIRGINIA

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Barbour	4,400	59%	2,580	54%	2,430
Berkeley	7,800	81	6,340	79	6,300
Boone	7,600	77	5,870	74	5,710
Braxton	3,500	55	1,910	50	1,810
Brooke	6,700	93	6,230	92	6,260
Cabell	34,400	92	31,540	91	31,520
Calhoun	1,900	63	1,200	60	1,190
Clay	3,200	65	2,080	62	2,040
Doddridge	1,900	56	1,070	52	1,030
Fayette	20,100	75	15,120	72	14,730
Gilmer	1,800	52	930	47	900
Grant	2,000	58	1,150	53	1,120
Greenbrier	8,900	75	6,660	71	6,500
Hampshire	2,800	59	1,640	55	1,590
Hancock	10,100	91	9,240	90	8,760
Hardy	2,000	58	1,150	53	1,120
Harrison	22,000	63	13,830	59	13,170
Jackson	3,300	63	2,090	60	2,040
Jefferson	4,200	86	3,610	84	3,630
Kanawha	70,900	89	62,750	87	61,300
Lewis	4,400	58	2,560	54	2,410
Lincoln	4,600	85	3,890	83	3,890
Logan	17,800	80	14,310	78	14,000
McDowell	20,000	76	15,250	73	14,980
Marion	19,600	80	15,770	78	15,490
Marshall	8,800	89	7,800	87	7,840
Mason	5,900	84	4,980	83	4,960
Mercer	20,300	75	15,310	72	13,990
Mineral	5,500	59	3,240	55	3,080
Mingo	11,000	81	8,870	78	8,660
Monongalia	16,200	83	13,490	81	13,130
Monroe	2,900	64	1,850	60	1,810
Morgan	2,000	59	1,180	55	1,160
Nicholas	6,500	65	4,220	62	4,070
Ohio	22,700	92	20,890	91	20,560
Pendleton	2,000	58	1,150	54	1,070
Pleasants	1,300	72	930	69	960
Pocahontas	2,600	57	1,490	53	1,440
Preston	7,400	67	4,960	63	4,750
Putnam	5,000	84	4,220	83	4,220
Raleigh	23,100	69	15,900	65	15,260
Randolph	7,100	60	4,250	55	3,970
Ritchie	2,700	52	1,400	48	1,330
Roane	3,600	63	2,270	60	2,210

WEST VIRGINIA CONTINUED

WEST VIRGINIA (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Summers	4,100	64	2,620	60	2,540
Taylor	4,200	67	2,810	63	2,720
Tucker	2,100	58	1,210	54	1,180
Tyler	2,300	71	1,640	68	1,640
Upshur	4,700	59	2,760	54	2,500
Wayne	8,500	81	6,880	78	6,660
Webster	3,800	58	2,190	54	2,090
Wetzel	4,500	71	3,210	68	3,130
Wirt	1,100	65	710	61	730
Wood	25,300	68	17,250	64	14,700
Wyoming	9,200	70	6,440	67	6,120
State Total	512,300	77%	394,890	74%	382,500

WISCONSIN

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Adams	2,200	72%	1,580	69%	1,730
Ashland	5,400	80	4,320	78	4,280
Barron	10,300	83	8,570	81	8,740
Bayfield	3,300	75	2,480	73	2,770
Brown	32,400	92	29,810	91	27,650
Buffalo	3,700	84	3,100	82	3,530
Burnett	2,100	77	1,610	74	2,160
Calumet	4,900	90	4,400	89	4,970
Chippewa	12,400	84	10,450	82	10,110
Clark	8,900	79	7,010	76	6,860
Columbia	12,200	83	10,130	81	8,880
Crawford	4,200	76	3,180	73	3,230
Dane	60,700	88	53,530	87	51,090
Dodge	17,200	92	15,740	90	15,550
Door	6,100	90	5,500	89	5,790
Douglas	14,400	86	12,350	84	11,820
Dunn	7,100	84	5,990	83	6,360
Eau Claire	17,900	90	16,180	89	15,770
Florence	800	75	600	73	660
Fond du Lac	21,200	90	19,030	88	18,380
Forest	1,500	76	1,140	73	1,690
Grant	12,500	83	10,330	80	9,880
Green	7,400	82	6,050	80	5,980
Green Lake	4,800	76	3,670	74	3,420
Iowa	5,500	76	4,160	73	4,110
Iron	2,500	80	2,010	78	1,950
Jackson	4,100	81	3,330	79	3,800
Jefferson	16,200	92	14,840	90	12,120
Juneau	5,000	72	3,580	69	3,520
Kenosha	30,500	92	28,150	91	23,910
Kewaunee	4,900	90	4,410	89	4,180
La Crosse	21,200	85	18,110	83	18,030
Lafayette	5,400	82	4,410	80	4,140
Langlade	6,100	81	4,920	79	4,710
Lincoln	6,700	81	5,400	78	5,100
Manitowoc	21,200	92	19,480	91	18,700
Marathon	24,700	84	20,860	82	19,190
Marinette	10,500	86	9,000	84	8,710
Marquette	2,400	77	1,850	75	2,020
Milwaukee	311,100	93	290,380	92	286,860
Monroe	8,700	83	7,230	81	6,950
Oconto	6,500	90	5,830	89	6,470
Oneida	6,700	75	5,000	72	4,840

WISCONSIN (CONTINUED)

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Outagamie	26,300	92	24,160	91	23,330
Ozaukee	9,400	92	8,640	91	7,010
Pepin	2,500	84	2,100	82	1,730
Pierce	6,600	84	5,540	82	5,090
Polk	7,700	90	6,930	89	6,580
Portage	9,400	84	7,870	81	7,660
Price	3,000	75	2,250	73	3,340
Racine	39,500	93	36,640	92	34,140
Richland	5,200	75	3,920	73	3,950
Rock	35,700	87	31,230	86	28,220
Rusk	4,300	75	3,230	73	3,270
St. Croix	7,200	91	6,520	89	7,070
Sauk	11,400	85	9,700	83	9,390
Sawyer	3,000	76	2,270	73	2,130
Shawano	9,000	86	7,730	84	8,060
Sheboygan	28,200	92	25,830	90	24,060
Taylor	4,600	75	3,450	73	3,420
Trempealeau	7,400	81	6,010	79	5,380
Vernon	7,300	76	5,540	74	5,450
Vilas	2,300	75	1,720	72	2,100
Walworth	15,800	91	14,450	90	13,550
Washburn	3,300	77	2,540	75	2,390
Washington	12,000	93	11,150	92	9,470
Waukesha	38,700	92	35,650	91	32,240
Waupaca	11,200	91	10,190	90	9,430
Waushara	3,700	76	2,830	74	3,120
Winnebago	30,900	90	27,660	88	26,870
Wood	15,800	83	13,170	81	12,570
State Total	1,134,900	89%	1,008,620	87%	971,630

WYOMING

County	1959 Total Homes	1959 % Homes With Tv	1959 Tv Homes	1958 % Homes With Tv	1958 Tv Homes
Albany	7,000	56%	3,900	52%	3,560
Big Horn	3,700	49	1,820	45	1,660
Campbell	1,300	43	560	38	500
Carbon	5,200	60	3,110	55	2,880
Converse	1,600	58	920	53	840
Crook	1,200	43	520	38	460
Fremont	6,300	50	3,120	44	2,730
Goshen	3,700	56	2,090	52	1,910
Hot Springs	1,800	49	880	43	780
Johnson	1,400	46	640	40	560
Laramie	17,200	84	14,400	82	14,020
Lincoln	2,300	56	1,290	52	1,200
Natrona	15,400	58	8,980	53	7,800
Niobrara	1,200	51	610	46	510
Park	7,000	51	3,590	47	2,820
Platte	2,400	50	1,200	46	1,100
Sheridan	6,300	50	3,120	45	2,710
Sublette	900	42	380	37	330
Sweetwater	6,600	49	3,240	43	2,870
Teton	800	51	410	48	380
Uinta	1,700	56	960	52	890
Washakie	2,600	46	1,190	40	840
Weston	2,300	43	980	38	870
Yel. Natl. Park	100	50	50	50	50
State Total	100,000	58%	57,960	54%	52,270

BOOK REVIEWS

- *The Image Industries: A Constructive Analysis of Films and Television, by William Lynch, S.J., Sheed & Ward, 840 Broadway, New York 3; 159 pp.; $3.50.*

Clearly and concisely, the author (a Catholic theologian) delineates the "mediocre material" that flows daily from television and the moving pictures, arguing that images, as well as ideas, have consequences. "Far from being harmless," he argues, "the image industries are turning out a product which dangerously confuses fantasy with reality and washes out the authentic lines of life in a flood of false magnificence."

This critical situation, the author insists, does not call for the "censor," but rather the earnest collaboration of the artist, theologian, critic and "common man," who is capable of far better than either the critic or the captains of the image industries think him.

"This is not meant to be a Catholic book," states the author, "but a brief appraisal of a national problem." It is a brief and generally fair appraisal that errs most seriously in implying that many critics and image makers are unaware of the problem. Such men as David Susskind, Ed Murrow, Jack Gould and others have expressed their concern publicly and often.

- *The Broadcasting & Television Yearbook [of Australia] 1959, by Greater Publications Pty. Ltd., Box 2608, G.P.O., Sydney, Australia; 306 pp; 2.2 and 6d.*

Published by the editors of *Broadcasting & Television*, Australian trade publication, this reference book contains full listings of all the radio and television outlets in that country, plus statistical information, directories of organizations connected with radio-tv and a 45-page who's who of over 875 names in broadcasting and advertising.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
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- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Need assistant manager for station in market of 50,000, within 175 miles of New York City. Require family man with car, recent announcing and sales experience. $6,000 a year plus expense account and override. Eventual full managership certain. Send tape, photo and resume immediately. Box 750K, BROADCASTING.

Assistant manager-program director opening at midwest farm market daytimer. Top opportunity. Box 924K, BROADCASTING.

Outstanding opportunity for top young salesman "on his way up." Aggressive management with future multi-station plans now operating up and coming pop (non-rock) Seattle (18th market) station seeks go-getter with top sales record, married. Future sales managership if you can prove yourself. Excellent base plus strong incentive. First year's earnings should be $9,000 to $12,000. Resume, including earnings, snapshot to Box 946K, BROADCASTING.

Outstanding opportunity for a top young salesman "on his way up", with real sales management potential. Financially strong multi-station organization concentrating on small markets 25-100M population in eastern Great Lakes area seeks a real go-getter, specialist in local sales, for imminent sales manager opening excellent station. Future management. Family man who likes small city life. We want man capable earning well over 10M. On excellent base plus strong incentive should earn 8-10M or more first year. Resume, current earnings, snapshot to Box 955K, BROADCASTING.

Opportunity to own small station. See Stations for Sale.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Wanted: Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

Sales manager upper midwest 5 kw am. Excellent opportunity for man with good sales record who is ready for management. Send salary requirements, picture and details to Box 736K, BROADCASTING.

Salesman—excellent opportunity for good producer. Strong independent, major Indiana market. $6,000 plus. Box 886K, BROADCASTING.

New midwest independent fm station needs full staff. Sales, announcer-engineer, staff announcers. Box 923K, BROADCASTING.

Florida—If you are an aggressive, experienced salesman and want to live in beautiful sunny, south Florida, earn top salary plus bonuses and commissions, then send your resume, picture and references immediately to Box 539, Hollywood, Fla.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman for radio-tv who can sell small market on live NBC-TV operation. Draw plus commission. Send complete information to KRSD, Rapid City, South Dakota.

Help Wanted—(Cont'd)

Sales

Need 2 salesmen for live wire 1 kw daytimer. Easy to sell market. Two plans—salary and commission over quota or commission only. Draw against these. Announce on board two to three hours daily. Sunday work once monthly. Must be strong on sales. We have a sales manager. Format is top 100 survey music-news. Move at own expense. If you can't earn, or are not now earning at least $600 or $700 monthly take home pay, you are not the man we're looking for. Write Clarence Jones, Manager, WBPD Radio, 144 Broughton SW, Orangeburg, S.C.

Salesman-announcer. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

Cape Canaveral, Fla. Immediate opening. Salesman-copy-announcing. WRMF, Titusville.

Opportunity to own small station. See Stations for Sale.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.

Criticism. Sincere. frank, helpful! Recorded on your audition tape by program director. Five dollars. Box 550K, BROADCASTING.

Pennsylvania chain looking for top dj. Good financial future for right man. Send tape. Box 637K, BROADCASTING.

Eastern chain needs experienced men. $90 to start, regular raises. Require smooth and enthusiastic professionals. Personal interview also necessary, but first send tape and resume. Box 751K, BROADCASTING.

Staff announcer, single station market; duties include news plus opportunity for commercial work. Job worth investigating. Box 829K, BROADCASTING.

Morning personality man for modern fast paced midwest metropolitan market station. Now solid second on heels of number one. New studios. Opportunity for production and talent fees. Send tape, photo, resume. Box 891K, BROADCASTING.

Large Florida market in indie needs 2. Mature dj with morning sound and dj with good news sound. "C"-note a week for each. Non-rock operation. Only experienced hard workers need apply. Send all with first reply. Box 893K, BROADCASTING.

Are you an air showman-salesman? Adult music, news station in thriving eastern 5-station market, about to add two men to staff. Men selected must be able to program and play music selected on content alone, not chart ratings or teenage appeal. We feature an alert, bright sound geared to adult audience. You must know popular music thoroughly, be able to project a pleasing personality without dominating the music. We carry a heavy commercial schedule, and the men we pick must be able to sell, both live and on production spots. Don't apply unless your experience and character can stand thorough investigation. Send your tape and resume to Box 902K, BROADCASTING.

First phone announcer. $455.00 per month, two years experience, no maintenance, many other benefits. Midwest power station. Box 929K, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Hawaii: Number one station in the 50th State offers opportunity for announcer. Must have crisp, clever top 40 style delivery. Production ability an asset. Applicants Pacific Coast States preferred, but not necessary. Details first letter with tape. Air mail % P.O. Box 1479, Honolulu.

Announcers with first class ticket for adult music operation in Oklahoma's third market. Presently using five announcers daily. Write Ross Baker, KCCO, Lawton, Oklahoma.

Wanted immediately! Announcer to fit in music and news daytime station. Opportunity for advancement to the right man. Tapes and resume to KLEA, Hoyt Caldwell, Box 877, Lovington, New Mexico.

Increasing one thousand watts. Need first phone deejay interested in sales on commission. Up to $450 per month start plus fifteen percent sales. Red blooded for live people. Newly furnished apartment. Phone, wire, write, KPRK, Livingston, Montana.

Bright, fast-paced dj for top-rated modern music station. Opportunity for tv experience and training. Send tape, picture and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

Immediate opening! Top Negro dj—personality—program director for Cleveland's only all Negro market station. Send tape, resume to: P. G. Tuschman, WABQ Radio, 2323 Chester Avenue, Cleveland 14, Ohio.

Immediate opening announcer with sports background to handle sports show, play-by-play, live interviews and general routine. Contact WARK, Hagerstown, Maryland. Send tape, picture and resume, or call for interview.

Florida station needs fast paced personality announcer, sales experience desired. Top salary and commission. WDVH, P.O. Box 289, Gainesville, Florida.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Announcer some experience. Preferably single. No Rock n Roll. Must fit into our type operation. Send photo with qualifications. Do not telephone. Salary open. Write: WEPM, Martinsburg, W. Va.

Wanted: DJ-salesman. Must run swinging show. Fast moving 5 kw. No beginners. Jim Duncan, WGGH, Marion, Illinois.

Announcer-salesman. Experienced. Salary, draw, car allowance. WLDB, Atlantic City, New Jersey.

Mature voice. Future for good man. FM programming 100,000 watts of power. WSOM, Salem, Ohio. Send tape, resume.

Technical

Chief engineer single market southern network station employing remote control. Inquiries confidential. Box 908K, BROADCASTING.

Engineer-announcer with fm experience needed by new midwest fm station. Box 922K, BROADCASTING.

Enjoy real living in the Rocky Mountains of Colorado—hunting, fishing, skiing, boating—KCOL, Fort Collins needs engineer with first class ticket capable of maintenance and repair transmitter and studio equipment. Opportunity to become chief.

Help Wanted—(Cont'd)

Technical

Chief engineer: Opening for qualified man for maintenance and installation. Little or no board work no announcing. Send complete details and salary requirements first letter. Radio Station KIDD, Monterey, California.

Transmitter operator for television station in Hawaii. Work 40 hours in 3 days, 4 days off weekly. Write airmail, KMVI-TV, Box 374, Wailuke, Maui, Hawaii.

Experienced man first class license. Capable making equipment installation and maintaining station 1st class technical condition. Car necessary. Permanent job for right man. Send photo with qualifications. Do not telephone. Small amount of announcing required. Start $100 per week. Write: WEPM, Martinsburg, W. Va.

First class engineer opening July 1. Some air time. Radio WPDM, Potsdam, New York.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

Sports director. Capable man to provide broad coverage of statewide athletic events for both radio and tv. Reportorial work including photo, telephone, tape recordings, appearances both radio and tv. Limited play-by-play. Send full details Box 735K, BROADCASTING.

News director radio and tv. Upper midwest. NBC and MBS affiliate. 8-man team. Send details Box 737K, BROADCASTING.

Mature gentleman. Continuity director with emphasis on production spots. Must be experienced. Prefer good announcing voice. Box 862K, BROADCASTING.

Program director. Prefer experienced announcer ready to move up the ladder to "pd" job in outstanding small market station in northern Ohio. Prefer married man, good voice, knowledge of modern radio, willingness to fit into community essential. Fringe, benefits, excellent salary commensurate with experience and ability. Send resume, picture, and tape to Box 928K, BROADCASTING. If you think you qualify, let's hear from you. We will ask for personal interview.

Large mid-eastern farm market has excellent opportunity for college-trained farm editor. Must be active in farm area activities. Sales ability desirable for long range future. Excellent living and working conditions. Send photo and resume today. Box 930K, BROADCASTING.

Program director for top prestige southeastern station now running a tight, fast paced, modern operation with good music and giving the "capital rockers" a fit. If you have the ability to do a top rate morning show, and have top ideas and promotion plans and record that will stand strict investigation, you can find security and a five figure salary. Ability to handle men a must. Please don't waste our time and yours unless you can meet these requirements. Send tape, photo and resume. Box 936K, BROADCASTING.

Immediate opening Michigan. Copywriter experienced. Contact Leo A. Jyulha, WBCM, Bay City, Michigan.

Continuity writer—Experience and "know how" can find its reward in this excellent opportunity with leading Michigan station. Send sample copy, resume and photo to WFDF, Flint, Michigan.

Have immediate opening for combination production writer-announcer. Must be an experienced announcer. Contact Howard Frederick, WIRL, Peoria, immediately.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

Manager-top radio—family man available shortly. I'll make you good manager, strong on sales. Box 626K, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential Box 852K, BROADCASTING.

Manager for station bruised by top-40 competition. Over 15 years radio-tv; currently employed by top northeast tv-radio combine (heavy 5 figures) but advancement has halted. Let's work out incentive deal. Box 899K, BROADCASTING.

General manager. Currently employed. Age 46. In radio 27 years. Highly trained in all departments. Terrific record in sales and sales management. Excellent sales instructor. Guaranteed results. Unquestioned ability. Personality plus. Wide experience in national, regional and local sales. Qualifications and background on request. Prefer 1 kw or 5 kw, daytime or full time. Replies confidential. Mail market data. Box 915K, BROADCASTING.

Successful commercial manager in competitive market seeking bigger opportunity. Strong on sales and programming. Family man with excellent references. Box 927K, BROADCASTING.

Manager-sales manager. Energetic, enthusiastic, experienced local and national sales. Successful manager in competitive market. Now employed. All offers considered. Box 938K, BROADCASTING.

Be that new sound in your town—and make money too. Here's the answer to all your problems, manager salesman, engineer (first phone—with know how). Available June 15. Solid business and engineering background. Box 948K, BROADCASTING.

Sales

Salesman/announcer. Solve challenging sales problems. Write copy. Operate board. Box 705K, BROADCASTING.

Invite replies eastern states stations. Sales/announcing. Family, six years experience. Opportunity for management. Box 942K, BROADCASTING.

Radio salesman desires to advance from small market to upper midwest medium market. Business experience. Proven sales record. Young and ambitious. Box 956K, BROADCASTING.

Announcers

Gospel programs. Announcer - producer - packager. Capable handling commercial staff duties. Box 699K, BROADCASTING.

Young man determined to succeed, well trained. Any reasonable offer? Box 700K, BROADCASTING.

Announcer, Mature. Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 702K, BROADCASTING.

Mature professional knows good music and production. Smooth voice, seven successful years in large market doing adult appeal programming. College, conscientious, references. Presently employed, will relocate to better market. Request personal interview, will forward resume and tape upon consideration. Details Box 796K, BROADCASTING.

Announcer-dj with first phone, excellent voice, would like to relocate. Presently dj at 5 kw, no maintenance. Box 815K, BROADCASTING.

Michigan—want to relocate in. Two years commercial experience as dj and newsman. Married. University graduate. Tape, resume available. Box 835K, BROADCASTING.

Sport announcer. Married, veteran. 5 years experience. Strong on the three major sports, copywriting. Box 873K, BROADCASTING.

Graduate of Professional Radio School. Operate board. Prefer northeast or southwest. Tape, photo, resume available. Box 881K, BROADCASTING.

Situation Wanted—(Cont'd)

Announcers

Versatile announcer ambitious, good voice and appearance. Will soon have wife to support. Box 884K, BROADCASTING.

Announcer—1 year experience—some sales—mature—sober—reliable. Desires permanent work. Box 885K, BROADCASTING.

Announcer - engineer. Emphasis airwork. Ten years experience all phases. Box 887K, BROADCASTING.

Girl broadcaster—Capable—versatile, operate board. Writing, production, publicity, sales. Box 889K, BROADCASTING.

Negro deejay, smooth patter. Efficient. Production. Controls. Audition tape. References. Box 890K, BROADCASTING.

Announcer-dj, two years experience, age 26, presently employed in smaller market. Desire larger market. Box 895K, BROADCASTING.

Live—fast paced dj—news—currently working "color radio". Top rating, top station, one of top markets. Box 901K, BROADCASTING.

Good announcer. Eight years am-tv experience. Third phone, write copy, news, sell. College grad. $100 weekly minimum. Box 903K, BROADCASTING.

Desire sports position. Commercial play-by-play experience all sports. Thorough knowledge all sports. College graduate. Married. Box 906K, BROADCASTING.

Don't talk to me of the lone prairie, or of speonbread or black-eyed peas; just give me a slot where the pay is a lot, and I play any platter I please. Box 909K, BROADCASTING.

Bright, cheerful, morning show. Six years experience in several areas has produced results. Interested in major eastern market. Box 910K, BROADCASTING.

Nine years, solid references. Knows standard and formula radio. Veteran with college. News experience, operates board. Finest of background. Box 912K, BROADCASTING.

Announcer, dj, graduates high school, June. Desires opportunity to learn all phases of radio. Strong on commercials, news. Tape. Box 913K, BROADCASTING.

First phone announcer, experienced. No maintenance. Prefer day, night shift affiliate. Like good pop, gospel, country, exceptional on classics. Southeastern portion. Available immediately. Box 926K, BROADCASTING.

Topnotch announcer, present position pleasant but without opportunity. Stable, experienced, references. Versatile. Starting $135. Box 931K, BROADCASTING.

Young vet, radio graduate, looking for first job. Money secondary, personal audition possible. Box 934K, BROADCASTING.

Radio announcer with a very good background wants job as tv announcer. Job must be permanent with a decent living wage. Please call, wire, or write me. Phone number is Brandywine 1-6162 Pittsburgh exchange. Have own tape recorder. Box 937K, BROADCASTING.

Recent vet. (25) college-man anxious to return to his microphone. Previous staff announcer and dj. Prefer catering to mature audience. Available to sojourn anywhere in the 50. Box 944K, BROADCASTING.

Summer replacement announcer. Experienced. mature. Taught radio, copy, tape. Box 947K, BROADCASTING.

Top rated stations—Top rated dj, personality. Production, performance, perfection. Box 949K, BROADCASTING.

Announcer—hard worker, well trained, operate board. Veteran, tape, photo, resume available. Box 950K, BROADCASTING.

Livewire sportscaster-salesman-announcer! Experienced, first phone. 1801 Coldwater Canyon, Beverly Hills, California, Crestview 5-8592.

Situations Wanted—(Cont'd)

Announcers

Are you interested in an ambitious, married announcer with 18 months experience in large eastern market. Can take directions, not afraid of hard work. Good radio voice. I consider the hours, salary secondary to employment with good organization. Good production is my prime interest in radio. Prefer personal interview at my expense. Will contact you immediately. Write Apartment 5A, 529 West 158th Street, New York.

Good announcer, 5 years, music, news, sports. Available now. References. Bob Heffner, R. R. 1, Rockford, Ohio.

Announcer-dj, married, seeking employment in small town. Claude Rupena, 2628 N. Humboldt Blvd., Milwaukee 12, Wisconsin. Available now.

Announcer-dj, 1st phone, no experience. Bill Lambert, 911 W. Poplar Ave., Porterville, California.

Announcer-dj with some sports experience. Any type show. Can run own board smoothly. Would like to combine with sales. Prefer midwest market. Dave Marmell, 3145 Palmer, Chicago, Ill. Spaulding 2-8826.

Announcer-dj. Eager and ambitious. Good sell ability. Operate board. Travel anywhere. 23, married, draft free. Tape, resume. Robert Walen, 2339 N. Melvina, Chicago 39, Illinois. Phone National 2-6831.

Announcer-dj. Fine background. Smooth, crisp delivery for "on the air" sellability. Family man, 29, versatile and dependable. Sales also. Locate anywhere. Stability a "must". Bob Walzer, 10812 S. Ridgeway, Chicago, Ill.—PRescott 9-6557.

Now, staff man, CBS affiliate, news plus the guldarnest disc show you ever heard. Station victim of depressed area. Along with other staff members am seeking relocation, preferably within 200 miles of N.Y.C. One of country's top ten negro deejays. Call or wire WJLS, Beckley, West Virginia.

Technical

Experienced chief engineer desires daytime station in Florida. Strong on maintenance fair announcer. Reply Box 683K, BROADCASTING.

First phone engineer. Maintenance experience. Want permanent position any location. Box 892K, BROADCASTING.

Have 1st phone license. Also qualified video tape operator, shop and field technician; remote control turret repairman; tv studio broadcasting and maintenance. Worked 12 years as motion picture projector. Box 897K, BROADCASTING.

Chief engineer, family man desires permanent position with opportunity for earned advancement and growth. Twelve years experience in every phase of station operation including management. Box 905K, BROADCASTING.

1st phone, 14 years experience am, fm, tv. Presently employed. South only. Box 907K, BROADCASTING.

Engineer—Desires chief's position, 7 years at present 5 kw directional. Experienced all phases of am, excellent references. CREI, no combos. Northeast preferred. Box 933K, BROADCASTING.

Engineer, experienced all am, fm and studio equipment. Single, sober. Box 935K, BROADCASTING.

Experienced engineer-announcer-chief, degree. Box 940K, BROADCASTING.

Experienced engineer-announcer, degree, licenses, part or full-time engineering-announcing and location for tv shop wanted. Box 941K, BROADCASTING.

West: Have test equipment, will travel. 38, family. Combo 9 years. 2½ as ce. Now employed. Box 945K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone desires employment. No experience, willing to lean. Will locate anywhere. Contact: Samuel Copenhaver, 504 Broadway, Rochester 7, New York.

Production-Programming, Others

Young man, for copywriter, sportscasting (extensive knowledge) and production work. Graduate of broadcasting school. Box 888K, BROADCASTING.

Program director-production mgr. Presently employed with a #1 tv station. Desires move to clean, aggressive city. Young family man. Box 894K, BROADCASTING.

Station film directorship, film exchange. Three and half years, sixteen millimeter experience. Daily film log, shipping, film filing, editing female. Please write Box 916K, BROADCASTING.

Weekend man—Within one hundred miles New York City. Box 939K, BROADCASTING.

TV-radio newsman, 27. Metropolitan newspaper experience. Take, process still and movie films. Journalism AB. Tape, references, picture available. Box 954K, BROADCASTING.

First class man with first class license. Experienced and completely qualified for news direction, sales, program direction and announcing. Family man with superlative business and credit references. Rocky Mountain, southwest or far west metropolitan areas only. 7910 Wilbur Avenue, Reseda, California, Dickens 3-8279.

TELEVISION

Help Wanted—Sales

Sales manager for NBC affiliate upper midwest. Must have proven sales record in national field. Multiple ownership. 350,000 sets. Box 738K, BROADCASTING.

Technical

Two television technicians wanted at once by full power station in midwest. Good chance for advancement by well grounded men. Please send complete resume and state starting wages expected to Box 820K, BROADCASTING.

Wanted: TV technicians with experience in maintaining tv broadcast equipment. Also kinescope recording work. Send resume. Box 943K, BROADCASTING.

Studio and transmitter engineers with both operating and maintenance experience. RCA 50 kw transmitter. Studio DuMont. Liberal pay scale with starting salary determined by past experience. Contact E. M. Tink, Chief Engineer, KWWL-TV, Waterloo, Iowa.

Video tape recording tv maintenance engineers for checkout and/or R&D on video tape recorders. Mincom Division, 3 M, 2049 So. Barrington Ave., Los Angeles 25, California.

Production-Programming, Others

Experienced newsman capable of narrating in depth, public service program and writing editorials. Completely equipped 8 man radio and tv department. Box 739K, BROADCASTING.

Experienced floorman, camerama.i, switcher, now ready for job as production chief. If you have know-how and ideas, send resume to Bill Baldwin, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television/radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

Sales

Young, aggressive salesman, experienced in highly competitive market. Desires Rocky Mountain or western market. Box 802K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced radio man seeking tv opportunity. Excellent appearance, good voice. Box 918K, BROADCASTING.

Announcer-director. Experienced, mature, capable, good appearance, quality voice, theatrical background. Booth, on camera—news, weather, host mc, commercials. Box 932K, BROADCASTING.

Technical

Chief engineer. 9 years experience. Planning, construction and operation. Past five years assistant chief engineer. Proven ability, excellent references. Box 771K, BROADCASTING.

College-man—seeking summer position. 5 years technical and on-the-air experience. Will travel. Box 778K, BROADCASTING.

TV engineer. Experienced studio-transmitter. Desires permanent position any location. Box 793K, BROADCASTING.

TV chief looking for opportunity in good climate. Long experience in radio and television. Box 953K, BROADCASTING.

Production-Programming, Others

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 644K, BROADCASTING.

Talented tv personality-announcer-director-switcher. Five years experience. Offer children's cartoon, weather show. Am artist-cartoonist. College grad. Box 904K, BROADCASTING.

Sincere newsman-announcer, 3 years in radio wishes initial chance in tv as announcer and floor man. Available June 15th. University grad in speech this spring. Veteran, 27, married. Objective: to become believable part of station's programming. Prefer Missouri, Kansas, Oklahoma, Nebraska, Iowa, Illinois. Box 914K, BROADCASTING.

TV production man vhf: Experience complete studio production, sales, promotion, office. Permanent or summer. Please write: Box 951K, BROADCASTING.

I.A.T.S.E. tv production man: Out of work, experience 3 years. Help. Write Box 952K, BROADCASTING.

FOR SALE

Equipment

Transmission line. 1⅝" teflon line 20 ft. sections unused. Get maximum coverage with highest efficiency. Box 723K, BROADCASTING.

Three kw, fm transmitter now on the air. Asking $3,750.00. Box 882K, BROADCASTING.

Kinevox 4 channel portable mixer, large VU, dialogue equalizer, like new. Cost $595.00, sell for $185.00. Box 911K, BROADCASTING.

Magnecorder—PT6A/PT6J, excellent, used very little, w/Astatic mike. Bargain. Box 647, Butler, Pa.

We have gone to 1 kw fulltime and have a GE 250 watt am transmitter with tubes for sale. Excellent condition. You may pick it up for $1,000.00 cash at KASK, Ontario, California, P.O. Box 593. Also, miscellaneous audio equipment and accessories. Phone Ed Jansen at Yukon 2-8888.

Western Electric 25B speech imput console, includes pre-amps, power supply—complete, ready for installation. You pay shipping charges. $350.00 will buy. KLEO, Wichita, Kansas.

Gates BCA-250 standby transmitter. Like new. Make offer FOB. KOKA, Box 3605, Shreveport, La.

Two Gates CB-11 three speed turntables. KXIT, Dalhart, Texas.

250' guyed antenna in excellent condition. WNVY, Pensacola, Fla.

FOR SALE—(Cont'd)

Equipment

1 REL 518-B-DL 1 kw fm transmitter using the Armstrong method of modulation. 1 REL 520-DL 10 kw amplifier. This equipment now operating in good condition. Available in approximately 30 days. Make us a price. WGBR, Goldsboro, North Carolina.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

Gates BC-1J—1 kw transmitter, 3 years old, complete with tubes, diode, antenna coupler, remote control, motor rheostat, plate and current kits for remote metering plus 5 KVA voltage regulator, all perfect shape. $3300. Mel Stone, WLOB, Portland, Maine.

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

T.C.A. Radio Tower Company—We have 7 used 200-ft. guyed towers for sale. These towers are ready for immediate shipment, complete with lighting. Also, have any mature, any type micro-wave towers of any height. Write, wire or call; H. C. Tant, T.C.A. Radio Tower Company, 2615 Bankhead Highway, Atlanta, Georgia. Phone: SYcamore 9-1203.

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Disc cutter, Presto 6N or equal, equipped with standard and microgroove feed screw (model SM) with or without amplifier. Box 811K, BROADCASTING.

Everything from microphones to antenna for 250 watt am station. Box 842K, BROADCASTING.

DuMont series 8000 5 kw Hi-Band transmitter or aural and visual amplifiers for series 6000 500 watt transmitter. Write Box 883K, BROADCASTING.

One kilowatt transmitter am any make in good condition. Box 919K, BROADCASTING.

1 kw transmitter, dual or single channel board, not over 5 years old. Chief Engineer, KWBY, Colorado Springs, Colorado.

Tower self supporting 150 feet insulated base. Send complete infor and asking price, Chief Engineer, WPPA, Pottsville, Pa.

WANTED TO BUY

Equipment

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Phone: 4-1766

Help Wanted—(Cont'd)

Announcers

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Equipment

FOR SALE
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Needs larger transmitter. Will sell outstanding stock or will sell sufficient stock for needed capital to expand. No indebtedness on station now. Also looking for capable manager, with or without capital to invest. Write Box 925K BROADCASTING.

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Ga.	Small	1kw-D	47M	cash
W.Va.	Small	250w-F	30M	terms
Cal.	Medium	250w-F	150M	terms
Ky.	Medium	1kw-F	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Ala.	Medium	1kw-D	65M	terms
Mich.	Medium	1kw-F	250M	terms
S.E.	Major	5kw-D	250M	terms
Fla.	Large	250w-D	250M	terms
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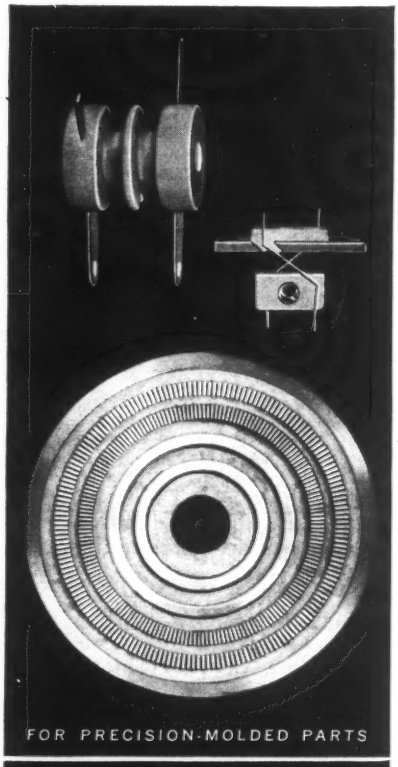

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OUR RESPECTS TO . . .

David Ryerson Hull

Capt. David R. Hull, electronic gadgeteer, made his first piece of communications gear for the Navy when he was a freshman in high school and has been at it ever since. Currently he is performing this role as defense vice president of Raytheon Mfg. Co., which makes the air-to-air Sparrow III missile and related miracles of military might.

The first homemade ham rig came out of the Hull cellar in Reading, Pa., when he was nine years old (born Oct. 29, 1903). By the time he enrolled at Portsmouth, N.H., High, he had produced a sweet-sounding rotary spark gap outfit. After school he worked part-time at the Navy Yard there as a riveter's helper and frequently hung around the radio shack. Often they let him do some key-pounding.

When yard officers heard about his home-produced rotary outfit they confiscated it for Navy use, a function it performed through World War I.

Capt. Hull this week winds up a year in one of the key professional spots in electronics—president of Electronic Industries Assn. The EIA convention starts in Chicago today (May 18) with one subcommittee session, will speed up tomorrow and be in full stride Wednesday. His rise to this top honor was based on a long series of outstanding achievements in the Navy, industry and the manufacturers' trade association.

Peripatetic Career • Young David Hull's early years—and his military years, too—were highly mobile. The elder Hull had died when David was less than a year old. His mother entered social work. This took her around many cities and gave her son frequent chances to adjust to new schools, new companions and new environments.

After World War I he entered a competitive examination for the Naval Academy and came out top in a field of 22 entries. His sponsor was the elder Henry Cabot Lodge. At Annapolis his interest in electronics, general science and mathematics was helpful. He was in the top fourth of his class.

The first assignment as an ensign was the New York Navy Yard and cruiser *Detroit,* followed by six months at the Newport, R.I., torpedo school. He met Flora Keeher in 1926 at a Vanderbilt party for servicemen and they were married a year later.

Communications always held the interest of the young officer, even while he was serving as torpedo officer on small ships just after his promotion to lieutenant (j.g.). In 1928 he received a letter of commendation from the Secretary of the Navy for his work as torpedo officer.

In 1931 he was sent to Annapolis graduate school and then to Harvard for a year at Cruft Lab. He obtained his M.A. at Harvard in 1933, having worked under Dr. G. W. Pierce of Pierce oscillator fame. Since the term "electronics" hadn't gained wide usage, the degree was "Master of Science in Electrical Communications Engineering."

Washington Experience • An assignment in Washington included development of underwater sound equipment, with electronics being adapted to underwater communication (Sonar). He worked with the Naval Research Lab. and private industry in building echo-ranging equipment which he took to sea for testing and perfection from 1933-

ELECTRONICS EXECUTIVE HULL
". . . a forceful leader"

36, headquartering in Washington and San Diego. He also developed vhf radiotelephone equipment in the mid-30s for fleet use.

Next came radar development work in the Naval Research Lab., Washington, where he was assistant to the director, Adm. Harold G. Bowen. There the job was to expedite radar from the laboratory to fleet use, a number of ships having operational equipment before World War II. The equipment worked well and could detect planes 100 miles away.

When the U. S. entered World War II he was a lieutenant commander assigned to the Bureau of Ships as head of the Electronics Design Branch and quickly advanced to assistant chief of the Bureau for Electronics, senior Navy position in electronic material. In this post he was responsible for the design, procurement, installation and maintenance of all naval electronics gear.

Rising steadily in rank, he became a captain in 1942. After the war he continued in the electronics post until his retirement in 1948.

Capt. Hull continues his love for electronics and naval lore. Some day when the story of the Navy's latest Sonar equipment can be told, the chances are Capt. Hull's name will be prominent. In any case, he's parrying queries on the subject at the moment. He has a ship's clock in his Washington office, speaks with the clipped diction of the professional military man and his voice is deeper than his slight build might indicate. On the blondish side in his youth, his wavy hair for some reason turned brown in his 30s.

Into Private Industry • As Raytheon defense vice president he is mainly concerned with military procurement and development, the biggest part of electronics production.

His first job after retirement was assistant technical director of International Telephone & Telegraph Co. and vice president of the subsidiary Federal Telecommunication Labs., then making broadcast transmitters. He naturally was active in research and development. When IT&T bought Farnsworth Radio Corp. he became executive vice president and director of the Capehart-Farnsworth Corp.

Charles Francis Adams, president of Raytheon, hired him in 1950. He went to Waltham, Mass., headquarters as vice president and general manager of the equipment division. Raytheon had 5,000 employes at the time; currently the number is close to 40,000.

Capt. Hull has been an EIA director many years plus service on EIA divisions, helping break off military products into a separate unit. He was elected EIA president in 1958.

His interests center around Institute of Radio Engineers, Armed Forces Communications & Electronics Assn., Army-Navy Club, National Aviation Club and other professional organizations. He is a Congregationalist; has five grandchildren, and lives at 1500 Massachusetts Ave., Washington.

Industry connections include directorship in Mycalex Corp. of America, Technical Operations Inc., Applied Electronics Co. and Raytheon Canada Ltd.

Capt. Hull's service record includes numerous citations, including the Legion of Merit awarded by former Secretary of the Navy James Forrestal, as "a forceful leader, inspiring his associates with zeal and devotion to duty throughout a critical period . . ."

EDITORIALS

Cue for a walk-off

NO man has put the principle of free speech to sterner test than David Susskind, who is one of television's most affluent beneficiaries and unquestionably its bitterest critic. Mr. Susskind likes practically nothing of what he sees on tv, except his own productions which are numerous.

Give Mr. Susskind a forum, any forum, and he takes off on television's sterility, its lack of daring, its obsession with money. The fact that a good many critics have attached the same labels to some of his work has failed to interrupt his steady flow of abuse.

We are indebted to Sydney H. Eiges, NBC vice president in charge of publicity, for succinctly putting Mr. Susskind in his place. After Mr. Susskind last week attacked NBC as "mired in nonsense . . . the network of antiquity," Mr. Eiges replied, in part:

"Dave's success in developing adaptations of well-known classics for tv specials—including next season's 'Moon and Sixpence' for NBC—and his even greater development of the art of self-promotion have obscured the number of mediocre programs he has produced over the years."

It is too much to hope that Mr. Eiges' remark will shut Mr. Susskind up. But perhaps it will cause fewer people to listen to him.

Option time answer

THE FCC could be much closer to agreement on the vexing problem of option time than it realizes.

An analysis of recent expressions of individual commissioners persuades us that the FCC could agree to eliminate option time rules altogether and leave to stations and networks negotiation of their own arrangements in the sunlight of free, competitive enterprise.

There is no law requiring option time. There is a widely misunderstood 1941 Supreme Court opinion which holds the FCC has the power to regulate network-affiliate affairs. There is nothing to prevent the FCC from ruling that it no longer needs the chain-monopoly regulations.

Before the FCC issued its rulemaking of April 22 (BROADCASTING, April 27) proposing to reduce option time from 3 to 2½ hours in each segment, a motion by Comr. Bartley to delete the option time rule lost by one vote. Then the half-hour reduction proposal carried but with the full backing of only four commissioners.

Voting with Mr. Bartley to delete the rule were Comrs. Hyde and Ford. Mr. Hyde didn't go along with the majority on the half-hour reduction and reaffirmed his preference "to rely on the self-regulating force of competition."

Chairman Doerfer and Comr. Craven have been the most outspoken "free enterprise" advocates on the FCC. Comr. Cross, in his short tenure, likewise has demonstrated he does not want to unduly molest licensees. Where Comr. Lee stands we are not certain but we believe he, too, is a free enterprise advocate.

By proposing to cut option time by one-half hour, the FCC settles nothing. Nor would it settle anything by increasing option time.

There may be a problem of semantics involved in the FCC's dilemma. It is one thing to *repeal* the option time rules, as Mr. Bartley proposed. It is quite another to *outlaw* option time as proposed by the Barrow Network Report. The latter would prevent any station from optioning time to any network. To repeal the provision would leave stations and networks free to negotiate their own arrangements on a business basis. It would also allow syndicators and new networks, if they evolve, to contract with stations. Networks certainly would not court antitrust prosecution.

If the FCC members mean what they have said, the option time rules and all those collateral rules dealing with contractural and business affairs of stations and their networks should be repealed. This would take government at least part of the way out of the program business.

Strike that backfired

WE can't recall a more pointless strike than the one the National Assn. of Broadcast Employes and Technicians called against NBC last April 27.

To pull 1,500 workers off their jobs because some non-NABET French technicians were used in a video-taping in France was irresponsible. It is difficult to imagine how the NABET leadership can justify to members the $280,000 a week in wages they have lost.

The issue here was simple. NBC sent a *Today* crew to Paris to tape some sequences with Dave Garroway. Included in the crew were nine NABET members, on full pay, all expenses paid. During the taping of a Garroway interview with Brigitte Bardot, several French technicians were employed. NABET claimed a violation of jurisdictional agreements and pulled its members off the network when NBC insisted on playing the tape.

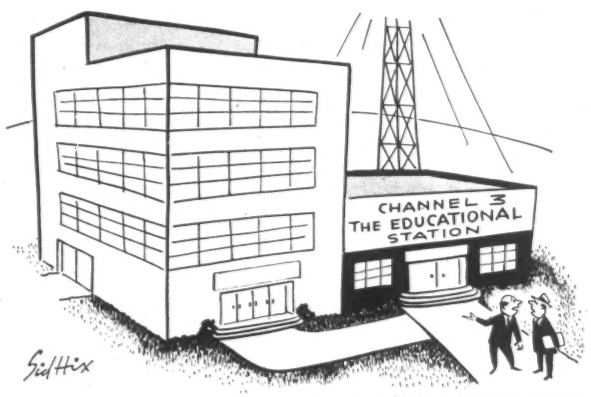
The dispute is not unlike some of those that beset the motion picture industry in the late '30s. The movie producers, bit by bit, let unions carve the business into dozens of jealously guarded precincts of authority. The inevitable result was a rigidity of union control that made efficient and economical production impossible.

There are now more technicians working in broadcasting than are needed to do the job. NBC has proved that by maintaining full network schedules with 300 supervisory employees doing the work normally done by 1,500 NABET members.

This is not to argue that in normal operations NBC is five times overstaffed. But certainly the figures do suggest that NABET job classifications and work schedules have led to a degree of featherbedding.

The problem goes beyond NBC and NABET. It extends to other networks, to stations, to other television production sources and other television unions. It is a problem that will worsen unless all networks, stations and producers resist it at every chance.

Whatever the immediate outcome of the NBC-NABET dispute, the mere fact that NBC chose to resist a clearly extreme demand has benefited the long-range development of television.



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